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New Family of IBM Computers for Summer?

By Peter L. Briggs
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Over the last five months *Computerworld* has assimilated facts, opinions, speculations, and gossip about IBM's "fourth generation."

The results of this investigation indicate that a new IBM computer family is in production today and scheduled for announcement this summer.

- The principal features of the new series will be:
 - Variable micrologic used for both instruction and execution processing alterable through software
 - Built-in communications capabilities
 - Cost/performance ratios improved by a factor of from 6 to 12 over similarly priced IBM 360s.
 - Inclusion in all models of high-speed buffer memories similar to those introduced for the

360/195

• No machine language compatibility, but much simpler conversion than that required by the move to the 360.

The family is dubbed the NS (for new or next system). Before introducing the product line, IBM is almost certain to change this name.

Prices and some performance data may differ from those mentioned here as they are a function of IBM's market planning group. Historically, IBM has priced all its equipment to produce preplanned profit objectives. And current economic conditions may cause IBM to postpone announcement of the new family until late in the year.

IBM continues to follow its standard policy regarding "speculative material" and would

not comment on the information in this article.

The variable micrologic concept allows the computer's entire instruction set to be altered through software. The logic of an ADD instruction can be changed to produce different results from the same data.

The entire process of accessing a data element from an indexed sequential file could be microprogrammed into the hardware and executed as a single instruction (REIAD, for example) in machine language.

Reports indicate that variable micrologic was first justified as a solution to maintenance and debugging problems.

Variable micrologic also offers a very convenient solution to the conversion problem: 360 machine

(Continued on Page 4)

Grosch Bumped From NBS Post

GAITHERSBURG, Md. — Dr. H. R. L. Grosch has been removed from his post as the director of the Center for Computer Sciences and Technology at the National Bureau of Standards.

Grosch told CW last Friday that he would accept a position as a senior research fellow within the bureau, and would report to the new director when one is appointed.

The transfer of assignments will be without loss of pay, said the outspoken champion of standards, who most recently discouraged federal acquisition of IBM's System/3 because the small computer did not have communications or ASCII code capabilities (CW Jan. 21).

Grosch said his successor will find "it's a tough job. There isn't much of a constituency close by." It is the consumer, the computer user, who is most interested in standards, but they're "a long way away."

(An earlier interview with Dr. Grosch appears on Page 11.)

XDS Unveils Sigma 6 For Business Users

By Frank Piasta
CW Staff Writer

1.1. SEGUNDO, Calif. — The first computer system from Xerox Data Systems (XDS) specifically intended for commercial data processing offers users a system with approximately the power of the IBM 360/50, at about the price of the 360/40.

XDS (formerly SDS) had in the past concentrated on developing computer systems for the scientific and engineering-oriented users.

The Sigma 6 is a medium-size, multi-line computer capable of handling batch, remote batch, on-line and time-sharing activities concurrently. XDS said that 24 concurrent time-sharing users can be serviced while the system is running batch and utility programs.

Primary hardware characteristics include an input/output processor capable of handling up to 48 channels of data concurrently. Memory Map, said by XDS to allow efficient core utilization, is included.

Memory Map provides for the dynamic allocation of a program into pages of 2,048 bytes in a virtual memory of 524,288

bytes. Virtual memory is stored on a hard-per-track disk drive.

Byte-storing decimal arithmetic including floating-point are said to allow flexibility in data manipulation. Also included in the system is a communications subsystem to which a variety of remotely located terminals can be attached.

Data formats are compatible with the IBM 360 series. These include 4-bit decimal, 8-bit byte, 20-bit plus sign immediate operand, 16-, 32-, and 64-bit signed binary integers, and short and long floating-point formats.

The central processor has a dual-access memory, featuring four-way interleaving, expandable from 131K bytes (32K 4-byte words) to 524K bytes (131K words) in 131K increments. Its memory cycle time is 300 nsec/byte or 1.2 μ sec/word.

The Sigma 6 has 32 general-purpose registers. It is equipped with a multiplexer processor with 24 channels as standard equipment and 24 additional channels available optionally. Maximum data throughput the multiplexer is 700K bytes/sec.

The processor also features Power Fail Safe, Memory Protec-

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Displaced Programmers Hindered By Rigidity and Lack of Versatility

By Phyllis Huguenin
CW West Coast Bureau

LOS ANGELES — With California reeling under the loss of nearly 100,000 aerospace jobs in the past 28 months, many directly related and peripherally related computer programmer jobs have been affected. In addition, there is the tight economy and businesses are scanning their computer budgets for reductions in personnel.

At the same time, Wall Street has tightened up on financing of software firms, and failures and cutbacks have hit this segment of the industry hard. Also, governmental support for research at both state and federal levels has been heavily affected, cutting into computer projects.

For the first time, programmers, many of them 10-year employees with what had been considered gold-plated job security organizations, are going through the totally new experience of looking for jobs.

As an indication of the current market, James Farmer of the California State Colleges said that a recent opening for a DP manager at one of their centers, at a salary of \$14,000 a year, brought 175 applicants and most of these were Ph.D.s. Only six applicants were expected.

Help For Programmer

The Los Angeles Chapter of the Association for

Computing Machinery is scheduling a panel discussion for its June 3 meeting in order to help the displaced programmer, Roger Mills, head of training at TRW, will moderate the session.

In an informal discussion, he scored the resistance of programmers to learning new languages or new approaches.

"A Fortran IV programmer is a Fortran IV programmer and you can't lead him to anything else," he said.

"Further, he gets hung up on one type of application."

This rigidity of job qualifications was considered by the panel members as a serious handicap to job hunting.

Dr. Robert Gordon of the University of California at Irvine said that he knew of no aerospace programmer who was laid off and came back to the university for continuing education. A reason suggested was family financial obligations and the belief that he would be able to find other jobs.

Gordon also said that he had only one applicant to come in with samples of work he had done. "All the others came in with nothing written but with assurances that they could do anything," he said. It was his contention that programmers don't know how to apply for a job.

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ACM 'Unconventional Convention' To Exclude Commercial Exhibits

By Drake Lundell
CW New York Bureau

NEW YORK — The 1970 annual conference of the Association for Computing Machinery (ACM) will definitely live up to its planner's billing as the "unconventional convention."

In keeping with its "unconventional" billing, the organizers of the show last week banned commercial exhibits and announced that the exhibit space reserved in the convention hall would be devoted strictly to educational exhibits demonstrating aspects of the role of computers in everyday life and in improving the human condition.

The show, scheduled for Sept. 1-3 at the New York Hilton, will

be held around the theme

"Computers Meeting the Challenge of Your Future" and promises to be one of the first attempts on the part of the computer industry to make a conscious effort to reach the general public.

The exhibit committee, headed by Walter M. Carlson of IBM, has invited industrial firms and non-profit organizations to nominate educational exhibits for the show. The exhibit committee will then choose the ones it feels best show the importance and role of the computer in everyday life.

'Affect Our Lives'

"There will be no charge," the

group said, "for organizations

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Programmers Objectively

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Computerworld
SALES Corner

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XDS Has Its First Commercial DP System

(Continued from page 1)
tion, Direct/Indirect Addressing, Full Context Switching and Single Instruction Format.

Software

Three operating systems will be available with the Sigma 6, which XDS says is "software-compatible with the Sigma 5. These include the Batch Processing Monitor (BPM), the Batch Time-Sharing Monitor (BTM), and the Universal Time-Sharing System (UTS).

The Batch Processing Monitor permits multiprogrammed batch operation simultaneously with buffered peripheral processing (symptoms) and on-line terminal operations. BTM allows concurrent batch and time-sharing for up to 24 users. All BPM activities including remote batch are available under this monitor.

Universal Time-Sharing, the most powerful of the operating systems, permits expanded batch, time-sharing, and remote operations. This system permits multiple programs to be stored and processed concurrently.

Language processors oriented toward the commercial user will be available with the Sigma 6, which has some of the features of Cobol 68. It is said by XDS to have a high degree of compatibility with available IBM Cobol compilers.

Also available are Fortran IV-H and XDS Fortran IV compiler.

The IV-H compiler is interactive, and reportedly compatible with IBM's Fortran IV-H. The XDS Fortran IV is described as a super-set of IV-H. Both Fortran compilers have been implemented with real-time extensions.

Symbol and Meta-Symbol are the two symbolic languages available. Symbol is an assembler providing forward referencing, automatic address generation and literal referencing. Meta-Symbol is a high-level two-pass assembler that permits testing of parameters and generation of variable code.

In addition, a 1400 series simulator, providing program conversion capabilities from IBM 1400 series equipment, and a sort/merge package are available.

Several applications programs have been announced by XDS. The Data Management System is operated under Cobol, Fortran and Meta-Symbol, and permits data to be described, stored, structured, maintained and retrieved from a data base.

The Management Applications Package provides four processors

for file creation and maintenance, data retrieval and report generation.

The Functional Mathematical Programming System, linear programming package, allows users to adjust parameters, interrogate results, and alter sequence of operations under study.

Simulation Language is designed for digital or hybrid simulation problems.

Peripherals

A variety of peripheral equipment is available with the Sigma 6. Removable pack disk drives with a capacity of 49 and 24.5 million bytes are offered. One controller can accommodate up to four drives of any combination of the two models. Fixed-head-per-track disks with capacities of 3 and 6.2 million bytes are available.

Magnetic tape drives using 7- and 9-track formats can be used with the system. The 9-track models have a data rate of 60K and 120K byte/sec. A 7-track drive with a data rate of 21K char/sec can also be used.

XDS is making available the NCR Cram magnetic card unit. Three Crams can be attached to a controller, two on-line and one

as a spare.

Using these devices, 793 million bytes of data can be available on-line per controller.

Teletype ASR 35 terminals can be connected to the communication subsystem of the Sigma 6. XDS 7550 and 7555 video terminals can also be used. The XDS 7670 (Univac DCT-2000) remote batch terminal may also be used as a remote terminal. This device is equipped with a 200 card/min reader, a 75 card/min punch and a 250 line/min printer.

In addition, XDS has announced a variety of card readers, punches, and line printers for the Sigma 6.

According to XDS, a Sigma 6 will lease for \$12,000 to \$18,000 per month depending on configuration. A typical configuration with 131K of core memory, 100 million bytes of disk storage, 400 card/min reader, 100 card/min punch, 600 line/min printer, and two I/O processor will lease for \$13,485 including maintenance and sell for \$706,000.

The Sigma 6 and its supporting software are scheduled for delivery to customers in the fourth quarter of 1970.

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Core Storage	131K bytes	131K bytes	131K bytes	131K characters
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Card Reader (card/min)	1,500	1,000	1,435	1,050
Card Punch (card/min)	300	300	300	100-400
Printer (line/min)	1,000	1,100	1,250	950
Magnetic Tape Units	4 units @ 60K byte/sec	4 units @ 60K byte/sec	2 dual-drive units @ 60K byte/sec	4 units @ 64K char/sec
Rental	\$14,133	\$19,452	\$16,837	\$18,975

A comparison of typical configurations of the XDS Sigma 6 and three of its principal competitors in the medium-scale computer field.

University Skeptical About Job Bank

LONDON — A scheme to help British university graduates find jobs with the help of a computer is being criticized by university officials.

The idea, presently being considered by employers in England, plans for a computerized data bank containing vacancies throughout the country which students could obtain by simply pressing a button.

But Bernard Holloway, Manchester University appointments officer, said: "I am in favor of

anything which assists students in their search for jobs, but this particular scheme is not going to help very much."

According to William Brooks of the central electricity generating board, the only information contained in the data bank would relate to employers and the jobs available to graduates. The firm would have no information about an individual student, since no names would be put on the computer, he said. Holloway disagrees with the

method.

"In order to be genuinely useful some kind of subjective assessment of the student should be fed in as well as objective information. But this is something which, on principle, we could never allow," he said.

"But I suppose to have a computer coughing out statistics might be a useful supplement to existing services. If employers are willing to pay for it, who are we to say no?" he said.

'Public Service' Columns?

'Action Line' Authors Assign Ailments to Automation

By Edward J. Bride
CW Staff Writer

Not too bright computer.
That old debbil—the computer—
scrambled account numbers.
Choked-up Computer.
... coughed up from the stomach of a sick computer.

These are specific excuses given for recent consumer problems, and are causing concern in the computer community. The excuses were not uttered by angry customers or unwitting clerks. They were printed in metropolitan daily newspapers, in reply to letters or phone calls to public service columns like "Action Line."

Almost every major daily newspaper has its version of "Action Line," a feature organized by the Knight papers. The columns print a small number of the complaints followed by explanations of how the problems arose and what is being done about them.

The columns have a wide readership because readers love to see the establishment buckle under to the lowly consumer.

And the establishment is willing to buckle under to a published complaint, when it can find a scapegoat. Enter the computer.

Public Service Columns

Self-proclaimed public servants may be the worst enemy of the computer, if they resort to explanations like the following, taken from the Philadelphia *Inquirer*:

"Not too bright computer. Letters you attached to tax statements each year after 1967 return ended up in basket. Seem the brain only reads tax forms, not letters..."

The problem is accurately stated—a computer does not read letters. The real cause, although present, is hidden: a human being did not read the letters either.

'A Week Doesn't Go By'

A spokesman for Mrs. Virginia Knauser, the President's consumer adviser, recently told CW that "a week doesn't go by that we don't see an 'Action Line' problem depicting computer troubles."

He was referring to troubles consumers often have in correcting computerized bills [CW, March 11].

The problem is of increasing concern to the President's consumer committee, and these columns seldom help explain the cause to the frustrated recipients of erroneous bills.

Another Philadelphia paper, the *Bulldog*, publishes "Mr. Fixit's Action Line." Mr. Fixit recently explained that a stock office computer was "hairywire," but a phone call to the broker's office solved the problem. A customer had waited six months for over \$2,000, and a "hairywire computer" was the only explanation that Mr. Fixit could offer.

A Computer Sins Again

But even when names are used, the explanations are not necessarily more intelligent. A Long Island paper pointed its finger at UniCard's customer relations department, which passed the buck to "that old debbil—the computer," which had "scrambled account numbers." The headline over the letter proclaimed, "A Computer Sins Again."

A New Jersey version in the *Woodbridge News Tribune* explained a delay in jury pay as caused by "difficulties with the computer." That was supposed to calm down the employee with a family to support, because the column did hasten the check.

But the employee will always remember the cause of his problem... "difficulties with the computer."

The column is called "ZIP" in the

Vessel Computer: Customer

Consumers presume computer errors when correspondence to company officials proves fruitless.

This fact was borne out last month in a letter to the "Action Line" in the *Miami Herald*.

The consumer complained of an oil company's failure to correct dunning notices for charges incurred on the credit card at a motel in Georgia. The complaint ended, "Perhaps a word or two from Action Line will help unsnarl their computer."

The cause of the problem however: "... a good portion of your correspondence went to the motel, and not [to the oil company]."

Yonkers *Herald Statesman*, and a three-month delay in a gun order was explained this way: "Your order was misread by the machine."

The solution was brought by "ZIP's" letter to the president" of the company, something that CW and some other publications have long advocated.

In all of these cases, the stated objective is achieved: solution of the individual problem.

However, an explanation of the cause is always given, and it leaves the individual and all the readers in the dark, when a tax refund is reported as "coughed up from the stomach of a sick computer."

This One Is Accurate

The Seattle *Tribune* calls its problem solver the "Trouble-shooter," and, in the midst of months and reams of action line

euphemisms, Dick Moody, the "Trouble-shooter," tells it like it is.

A "disgusted" writer said: "How frustrating computer mixups can be..."

But Moody's column that day was headlined "Computer Blamed for Employee's Error," and that tells it all.

Moody went one step further, explaining that the company involved had reminded the employee who had solved the problem, "it is not enough to act upon a customer's letter, but the customer must be notified what action has been taken."

The company's credit manager apologized to the consumer, then applauded Moody's efforts in channeling problems to the right office and "bringing to the attention of... managements the shortcomings in their operations which require corrective action."

And telling it like it is.

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IBM 122	IBM 1220	Honeywell 100G
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IBM 314	IBM 3140	Honeywell 100GQ
IBM 315	IBM 3150	Honeywell 100GR
IBM 316	IBM 3160	Honeywell 100GS
IBM 317	IBM 3170	Honeywell 100GT
IBM 318	IBM 3180	Honeywell 100GU
IBM 319	IBM 3190	Honeywell 100GV
IBM 320	IBM 3200	Honeywell 100GW
IBM 321	IBM 3210	Honeywell 100GX
IBM 322	IBM 3220	Honeywell 100GY
IBM 323	IBM 3230	Honeywell 100GZ
IBM 324	IBM 3240	Honeywell 100HA
IBM 325	IBM 3250	Honeywell 100HB
IBM 326	IBM 3260	Honeywell 100HC
IBM 327	IBM 3270	Honeywell 100HD
IBM 328	IBM 3280	Honeywell 100HE
IBM 329	IBM 3290	Honeywell 100HF
IBM 330	IBM 3300	Honeywell 100HG
IBM 331	IBM 3310	Honeywell 100HH
IBM 332	IBM 3320	Honeywell 100HI
IBM 333	IBM 3330	Honeywell 100HJ
IBM 334	IBM 3340	Honeywell 100HK
IBM 335	IBM 3350	Honeywell 100HL
IBM 336	IBM 3360	Honeywell 100HM
IBM 337	IBM 3370	Honeywell 100HN
IBM 338	IBM 3380	Honeywell 100HO
IBM 339	IBM 3390	Honeywell 100HP
IBM 340	IBM 3400	Honeywell 100HQ
IBM 341	IBM 3410	Honeywell 100HR
IBM 342	IBM 3420	Honeywell 100HS
IBM 343	IBM 3430	Honeywell 100HT
IBM 344	IBM 3440	Honeywell 100HU
IBM 345	IBM 3450	Honeywell 100HV
IBM 346	IBM 3460	Honeywell 100HW
IBM 347	IBM 3470	Honeywell 100HX
IBM 348	IBM 3480	Honeywell 100HY
IBM 349	IBM 3490	Honeywell 100HZ
IBM 350	IBM 3500	Honeywell 100IA
IBM 351	IBM 3510	Honeywell 100IB
IBM 352	IBM 3520	Honeywell 100IC

Survey Shows SJCC Exhibits Major Attraction

By Edward J. Bride

CW Staff Writer

ATLANTIC CITY, N.J. — If you're an average computer person, and attended the Spring Joint Computer Conference, you came from somewhere between New York and Washington, and you would not attend the next one if the exhibits were eliminated.

This is part of the profile rendered by over 200 questionnaires, or about 3% of the full registration (paid) attendees of the SJCC, held there two weeks ago.

A New IBM Family This Summer?

(Continued from Page 1) language and Assembly language are expected to be entirely different from the NS languages, but it would be possible to alter the micrologic programming to duplicate exactly the hardware logic of any 360, any 1401, or any other computer, if desired.

360 programs could run in real compatibility for as long as needed, and run efficiently. Cobol, Fortran, PL/I, and other high-level languages are expected to be completely upward-compatible onto the NS machines. The programs can simply be recompiled when the user wants to use the more advanced capabilities of the NS in its native machine language mode. IBM appears to have learned from the mistakes made in converting customers into the NS by offering its users a much more reliable and effective means of going from one system to another.

Communications Integral to CP Again using variable micrologic, IBM has built communications processing directly into the central processor eliminating the multiplexers and line controllers for the 360.

With the 50,000 bit/sec transmission speeds for the System/3 communications option, and with the high transmission speeds possible with the 2770 and 2780, IBM was clearly planning drastic changes in its communications architecture.

Moving message control and line control into the CP provides faster response time and much more user control.

This micrologic communications has been successfully dem-

onstrated with the last few weeks by several minicomputer firms.

Several upward-compatible versions of NS are expected to be announced. The smallest, the NS-0, offered memories from 32K to 192K, while the largest discussed, the 553, is expected to provide memory sizes up to 2,048K (two megabytes).

Time are two-stage memories, with the listed memory as ferrite cores, and an MOS buffer memory that operates in an order of magnitude faster than the cores. Instructions and data are loaded into the buffer before use. The machine can run at the higher speed of the buffer, not at core speed.

Memory will be packaged in more convenient sizes. Instead of requiring the user to double the size of his memory when he wants to upgrade it, the memory comes in several sizes: 32K, 48K, 80K, 96K, 128K, 192K, 256K, 384K, 512K, 768K, 1,024K, 1,536K, and 2,048K. The NS machines will be compared with the 360/50 processor, with a price range from about \$10,000/mo (128K) to about \$20,000/mo (512K). Ratios provided for both scientific and commercial work describe the relative performance on the same mix of jobs.

The NS-0 performs at 0.7 times the 360/50 for commercial processing and 0.8 times the 360/50 for scientific processing. An optional "skew" feature raises these numbers to 0.8 and 1.4, respectively. The NS-0 will rent from about \$2,300/mo (32K) to

An Alphas official suggested that this purpose was one reason that exhibitors are discouraged from displaying price comparisons, a change suggested by many attendees.

The typical attendee planned to visit the various technical sessions, and thought that the presentations were "adequate." Conference "proceedings" would be the typical registrants. Some thought the "Proceedings" should be withheld until scripts of the panel discussions could be included.

about \$10,350/mo (192K).

NS-1 Commercial performance for the NS-1 is reportedly 1.9 times that of the 360/50, and scientific processing to be 1.4 times the 360/50. An optional accelerator raises those numbers to 2.4 for commercial and 3.0 for scientific processing. The NS-1 is expected to rent from about \$3,750/mo (32K) to about \$21,700/mo (512K).

NS-2 The NS-2 will have a commercial performance ratio of 3.5 times that of the 360/50, and scientific performance ratio is expected to be about 3.8 times the 360/50. No accelerator features are scheduled to be available for these larger machines. The NS-2 will rent from about \$11,350/mo (128K) to about \$41,850/mo (1,024K).

NS-2 Commercial and scientific performance for the NS-2 (32K) is expected to be about 5 times that of the 360/50. The NS-2 is expected to rent for \$19,150/mo (256K) up to about \$44,850/mo (1,024K).

Because there are several differences in the standard equipment on each processor in the family, it is not possible to directly compare NS machines among themselves, at present.

Jobless Programmers Called Inflexible

T.L. "Kelly" Skawinski

of International Executive Search said that computer engineers and

Others thought that advance registration should qualify them for advance copies of the technical papers, which could then be studied before the conference actually began.

The average paid attendee did register in advance for the conference.

28,715 Attended

Latest figures for SJCC show nearly 29,000 attendees, considerably more than last week's Alphas estimate in CW.

Totals which are not audited and which are reportedly expected to increase are as follows:

Total paid	7,501
Exhibitor guests	14,034
Exhibitors	5,600
Misc (press, VIPs, etc.)	1,580
Total	28,715

ference and for hotel accommodations, although nearly 40% did not receive advance registration materials in time to take advantage of this innovation.

Booth Personnel Comment

The average attendee was quite sure that company representatives in the various booths were competent to answer questions. He also thought that there was a sufficient number of company representatives, and a sufficient amount of space surrounding the exhibits.

Those exhibitors who replied agreed with these thoughts, as did the exhibitor and patron alike stated that booth-numbering signs and layout diagrams were needed near the exhibit areas.

"Tired Feet"

The common complaint of "tired feet" occurred in many survey forms. Several conferees desired more chairs to make their excursions more endurable.

The average attendee also had some traffic suggestions. He thought perhaps the aisles should be one-way only, with intersecting aisles to reverse directions.

Another prominent suggestion was that product groupings should be effected, such as OEM or end-user systems, products, and services.

One registrant thought that a significant portion of the floor space should be devoted to social implications. Another thought that significant part of every technical session should be devoted to the "social aspects of the technology being discussed."

Training for Speakers

Of the respondents unhappy with technical sessions, most thought that the readers of papers were not prepared for a public reading (one suggested Toastmaster training). Another commented that, in an exhibit hall containing \$100 million of equipment, the sound systems were "uniformly bad."

A complaint from the past returned: "Not enough time for sessions and exhibits. One attendee even stated that there was not enough time for just the sessions."

He stated that, on Thursday morning, there were three concurrent sessions which he wished to attend.

Another attendee suggested that the technical sessions be recorded on video tape, then run continuously on monitors in small booths.

This, he felt, would allow speakers to tour exhibits while also permitting attendees to visit concurrent sessions.

Another suggestion, however, would not provide the dialogue which was strongly suggested by some registrants. One respondent stated the panel sessions "long, boring, and generally uninformative." He said that half the time should be allotted for dialogue for suggestion.

The attendee was inconvenienced for one reason or another, at some time during the week.

One called for more water fountains. Others mentioned the need for a paging system and a message center similar to that used at the FICC.

knows Jovial and Algol, can make \$20,000 to \$25,000.

A scientific programmer with data bank experience is also in a good position, he said.

The problem, as Skawinski put it, is the salary differential. He said that the market today is looking for the "two-headed man," the man who has an MBA degree and computer know-how, the patent expert with computer knowledge, etc.

Guy Dobbs, vice-president of Xerox Computer Services and former president of Isaac Dobbs Systems Inc., will discuss at the meeting the problem of the man who decides that now is the time for him to go into business for himself.

Although Dobbs feels the market is tight now and prohibits this possibility, he has observed that the individual entrepreneur has more chance of being hired by industry than the prospective programmer who has been in a narrow field.



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'Clets' Links NCIC, State Law Enforcement Agencies

SACRAMENTO, Calif. — This state has just dedicated what is claimed to be the nation's largest state-wide information retrieval and data transmission system. Designed to identify wanted

persons or property, and also to prevent wrongful detention of innocent parties, the system will be tied to the National Crime Information Center (NCIC) maintained by the FBI in Washington.

The California Law Enforcement Telecommunications System (Clets) replaced the State Teletypewriter System which was established in 1931. The manual system handled more than three million messages a year.

The computerized system will use four RCA Spectra 70/46 units, two each in Los Angeles and Sacramento. The computers are expected to direct a daily flow of 35,000 messages over a special 20,000 mile transmission-line network with over 1,000 terminals.

Dedicated last Tuesday by Gov. Ronald Reagan, the \$5-million system links more than 450 state law enforcement agencies to computerized crime files here and in Washington.

The high-speed message-switching system allows any urban or rural law enforcement agency to obtain instant information on wanted persons, stolen and lost property, firearms, and stolen vehicles.

Additionally, an agency can broadcast a message to all other agencies within the state, or to combinations of agencies.

Necessary to Enforce Law
Attorney General Thomas C.

Lynch said that the network is "essential to law enforcement." Lynch cited California's large and fast-growing population, plus the increasing mobility of criminals.

He said: "Only a fantastically high-speed communications network can handle the flow of automated information which is needed by today's police."

Several weeks ago, four California policemen were killed in a gun battle which followed the routine questioning of some restaurant patrons.

Some legislators have said that, if this system had been installed then, the five of these patrons who were involved in the shoot-out would have been identified as dangerous criminals before they had a chance to pick their

battleground and surprise police. Clets is a cooperative effort of the California Department of Justice and local law enforcement agencies.

The hardware, the personnel at the two switching centers, and the backbone circuitry with one terminal point in each county are provided by the state. The local agencies have provided the circuitry and equipment which links them to their county terminal point.

Informatics Inc. of Sherman Oaks provided the software. Computer Deductions Inc. of New York was retained as a member of the implementation team.

The California telephone industry assembled the transmission network.



California's Criminal Information Network

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Computer Performance Measurement and Prediction

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RAIN BODY PARTS

PART NAME	MATERIAL	REFERENCE NUMBERS		
		82	83	84
39 NUT	STEEL	26582	26582	26582
40 NUT	STEEL	23194	23194	23194
41 STUFFING BOX STUD	COLD ROLLED ST	22950	22950	22950
42 STUFFING BOX BOLT	STEEL	44867	44867	44867
43 CLAND	STAINLESS STEEL	22948	22949	22949
44 CAP SCREW	STEEL	90080	90080	90080
45 STEM PACKING SET COMPLETE	MOLDED RINGS	23318	23319	23319
47 NUT	STEEL	36760	36760	36770
48 BONNET BRONZE VALVE	CAST BRONZE	28733	29509	29498
48 BONNET IRON VALVE	CAST IRON	28732	29508	29498
49 BONNET GASKET	SHEET PACKING	18527	49654	49655
50 BOLT BRONZE VALVE	STEEL	40210	44880	36530
50 BOLT IRON VALVE	STEEL	28945	33754	36530
51 MAIN BODY SCREWED BRONZE VALVE	CAST BRONZE	47071		
51 MAIN BODY SCREWED IRON VALVE	CAST IRON	47070		
51 MAIN BODY FIG 125 LB IRON VALVE	CAST IRON	47072	36864	36831
51 MAIN BODY FIG 250 LB IRON VALVE	CAST IRON	47078	36863	36830
51 MAIN BODY 150 LB BRONZE VALVE	CAST BRONZE	47074	42898	42900
51 MAIN BODY FIG 300 LB BRONZE VALVE	CAST BRONZE	47075	42899	42910
52 BOTTOM CAP GASKET	SHEET PACKING	18334		
53 CAP SCREW BOTTOM CAP	STEEL	91380		
53 BOLT BOTTOM CAP	STEEL			
53 NUT BOTTOM CAP	STEEL			
56 INNER VALVE V-PORT	STAINLESS STEEL	31242	37455	33374
56 INNER VALVE QUICK OPENING	STAINLESS STEEL	31243	37456	33357
57 SEAT RING V-PORT AND QUICK OPENING	STAINLESS STEEL	29859	31231	31232
58 BOTTOM CAP 150 LB BRONZE VALVE	CAST BRONZE	15744		
58 BOTTOM CAP 300 LB BRONZE VALVE	CAST BRONZE	15744		
58 BOTTOM CAP 125 LB IRON VALVE	CAST IRON	16343		
58 BOTTOM CAP 250 LB IRON VALVE	CAST IRON	16343		
59 INNER VALVE GUIDE BUSHING	STAINLESS STEEL	27042	27043	27043
59 INNER VALVE V-PORT	STAINLESS STEEL	35797	44262	44237
59 INNER VALVE QUICK OPENING	STAINLESS STEEL	40453	44263	44275
57 SEAT RING V-PORT AND QUICK OPENING	STAINLESS STEEL	35796	36523	35517
58 BOTTOM CAP 150 LB BRONZE VALVE	CAST BRONZE	15744		
58 BOTTOM CAP 300 LB BRONZE VALVE	CAST BRONZE	15744		
58 BOTTOM CAP 125 LB IRON VALVE	CAST IRON	16343		
58 BOTTOM CAP 250 LB IRON VALVE	CAST IRON	16343		
59 INNER VALVE GUIDE BUSHING	STAINLESS STEEL	27042	27043	27043
59 INNER VALVE V-PORT	STAINLESS STEEL	35797	32805	37811

ZETA VALVE CORPORATION
Valvetrol Division, Russell, Pennsylvania

PARTS MANUAL
Page 28

MAIN BODY PARTS

When ordering parts, please specify part number, part details and include size, class, code and serial number assigned on data plate.

Part No.	Part Name	Material	Reference Numbers		
			No. 2	No. 3	No. 4
38	Nut	Steel	20082	20082	20082
40	Nut	Steel	22104	22104	22104
41	Stuffing box stud	Cold rolled steel	22003	22003	22003
42	Stuffing box bolt	Steel	44057	44057	44057
43	Clamd	Stainless Steel	22040	22040	22040
44	Cap screw	Steel	20000	20000	20000
45	Stem packing set complete	Molded rings	22019	22019	22019
47	Nut	Steel	20700	20700	20700
48	Bonnet bronze valve	Cast bronze	20723	20000	20440
49	Bonnet iron valve	Cast iron	20722	20000	20440
50	Bonnet gasket	Sheet packing	10027	40054	40054
50	Bolt bronze valve	Steel	40216	44005	20000
50	Bolt iron valve	Steel	20040	20704	20000
51	Main body screwed bronze valve	Cast bronze	47071	—	—
51	Main body screwed iron valve	Cast iron	47070	—	—
51	Main body 1/2 125 lb. iron valve	Cast iron	47072	20004	20001
51	Main body 1/2 250 lb. iron valve	Cast iron	47073	20002	20000
51	Main body 150 lb. bronze valve	Cast bronze	47074	42000	42000
51	Main body 300 lb. bronze valve	Cast bronze	47075	42000	42010
52	Bottom cap gasket	Sheet packing	10334	—	—
53	Cap screw bottom cap	Steel	91300	—	—
53	Bolt bottom cap	Steel	—	—	—
53	Nut bottom cap	Steel	—	—	—
54	Inner valve v-port	Stainless steel	31342	27400	22074
56	Inner valve quick opening	Stainless steel	31343	27400	22077
57	Seat ring v-port and quick opening	Stainless steel	20000	31251	31252
58	Bottom cap 150 lb. bronze valve	Cast bronze	18744	—	—
58	Bottom cap 300 lb. bronze valve	Cast bronze	18744	—	—
58	Bottom cap 125 lb. iron valve	Cast iron	18343	—	—
58	Bottom cap 250 lb. iron valve	Cast iron	18343	—	—
59	Inner valve guide bushing	Stainless steel	27042	27040	27043
59	Inner valve v-port	Stainless steel	20707	44202	44237
59	Inner valve quick opening	Stainless steel	40400	44000	44070
57	Seat ring v-port and quick opening	Stainless steel	30700	20823	20017
58	Bottom cap 150 lb. bronze valve	Cast bronze	18744	—	—
58	Bottom cap 300 lb. bronze valve	Cast bronze	18744	—	—
58	Bottom cap 125 lb. iron valve	Cast iron	18343	—	—
58	Bottom cap 250 lb. iron valve	Cast iron	18343	—	—
59	Inner valve guide bushing	Stainless steel	27042	27040	27043
59	Inner valve v-port	Stainless steel	20000	20000	27011

DEC PDP-8/L Added to Schizophrenic Reward System

PATTON, Calif. — A reward system, or "token society" in operation at the state mental hospital here to help schizophrenics return to society, is being expanded and made more efficient with the addition of a computer, one of the first such applications of the computer (a DEC PDP-8/L). It will also have a

role in studies into the treatment of alcoholics.

The system, still in the research phase, is the brainchild of Hal-muth H. Schaefer, a Ph.D. whose specialty is behavioral psychology. In it, persons suffering from schizophrenia are rewarded for "good" behavior, which might be nothing more than talking, if

the patient has not uttered a word in some time, or keeping quiet if the patient jabbars constantly. The reward is a number of brass tokens, the amount depending on the person and type of behavior.

The tokens are a substitute for money and can be used to purchase a number of things, extra

desert in the dining room or cosmetics from the hospital commissary, for instance. As a patient's behavior becomes more and more socially acceptable, the reward is decreased until it is stopped entirely. Then, the patient is ready to return to society.

Schaefer, chief of research at Patton State, is careful not to claim success for his project, but says only that 600 have gone through the program since it was inaugurated six years ago, and the return rate has been less than with patients who underwent other treatment. In several instances, his former patients were considered incurable, some had been at the hospital for as long as six years before beginning treatment.

Alcoholics

Work in this area led Schaefer to a similar approach with alcoholics. Here, his system uses punishment for "bad" behavior — drinking — rather than rewarding "good" behavior. The test subject is given a drink and a mild electrical shock when he takes the drink.

Associating the shock with drinking makes drinking an unpleasant experience, one that the subject tends to avoid. Also, drunken test subjects are shown video tapes of their actions while intoxicated in hopes that the

resulting embarrassment might make drinking unappealing.

The "token society" relies on 10 to 12 nurses watching approximately 100 patients and carefully noting their behavior. Before rewarding a patient, files must be checked to determine the size of the reward. Patients are viewed over 20 closed circuit television cameras that scan every location in the ward halls, day rooms, and bedrooms.

But, like many other areas in medicine, the work is getting to be too much for the available staff. Schaefer believes the program might work better if patient behavior could be checked against more criteria, patterns he has noted in his time at Patton State. Thus, the computer serves as the nurse's memory.

Many Facts

"It is impossible for a nurse to know all the facts about every case," Schaefer said. "Five or six is the limit." But the computer can. And, it can react faster than a human. This is of utmost importance because timing is a key to success, he continued. "The token is a form of reinforcement, and socially acceptable behavior in a schizophrenic must be reinforced the instant it occurs. The absence of reinforcement might have brought on the illness in the first place."

D.P.M.A. 1970

(Data Processing Managers Association)
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June 23, 24, 25, 26 in Seattle, Washington and COMPUTERWORLD will be there. COMPUTERWORLD will cover this important User get together with 2 issues.

D.P.M.A. Preview issue out the week before the show

issue date: June 17, Advertising Forms (black & white) close June 5, Color Forms close May 29.

D.P.M.A. Show issue out at the show

issue date: June 24th, Advertising Forms (black & white) close June 12th, Color Forms close June 5th

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D.P.M.A. 1970

Preview Issue—June 17

Show Issue—June 24

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Pakistan Labor Leaders Demand Ban on Computers

KARACHI, Pakistan — Pakistani labor leaders have demanded a 15-year government ban on computerization because mechanization of industry "increases unemployment and retards the economy."

A resolution calling for the ban was passed recently at the Third Biennial General Council Session of the Pakistan National Federa-

tion of Trade Unions.

Stating that "conditions do not warrant mechanization and automation," the resolution noted that the ban was necessary since the country had surplus manpower and limited job opportunities.

Mohammad Sharif, president of the Federation, said that human life cannot and should not be belittled by automation.

Mass. Committee Favors Controls For Private Business-Type Schools

BOSTON — The state legislative committee on education has recommended passage of a bill implementing strict controls and monitoring procedures for "private business-type schools," including data processing schools.

Committee hearings were held over the past several weeks, and the committee, in executive ses-

sion, unanimously recommended passage of the bill introduced last fall by Attorney General Robert F. Quinn.

Arnold Epstein, a special investigator in Quinn's Consumer Protection Division, said the bill was needed to eliminate false advertising claims and assure financial responsibility of such private schools (CW, April 13). Broadcasting, charm, and secretarial schools would be included in the sweeping bill, which calls for posting of a \$25,000 surety bond for the school and a \$1,000 bond for each representative.

The bill also calls for registering each salesman and teacher, along with their credentials and business and personal references. The commissioner of education would be given licensing powers, with a committee of educators as unpaid advisors.

All advertising would also require the commissioner's approval 10 days before appearing in print or on radio or television.



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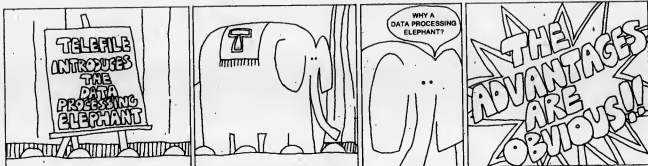
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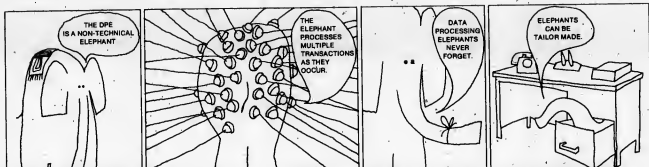
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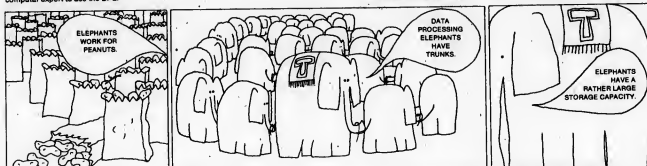


The DPE's language is a simple standard COBOL. The common business language. So you don't have to be a computer expert to use the DPE.

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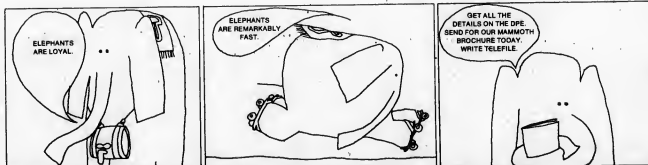
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Telefile Computer Corporation
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Telefile

Editorials

Road Maps Needed

It's not that the joint computer conference shows are too big — it's just that you can't find anything easily. Sometimes you can't even find your way back to where you have been before.

There are several good arguments why computer manufacturers shouldn't be grouped by type of product. To keep this editorial short, let's accept the arguments as valid.

But there is no reason why people shouldn't be given enough information to enable them to find — quickly — what they are interested in seeing.

- Both numbers should be prominently displayed.
- Large maps of the exhibit hall, with company names and booth numbers shown in their respective locations, should be placed at all entrances, lounges, and other public areas. The should be marked with a red "you are here" star.

- Aflps should provide, or arrange to have provided, a booklet that not only lists exhibitors alphabetically by name and by product type, but also by product type in sequential booth order. This would make it easy for a visitor to stop by every booth displaying, say, a minicomputer without taking unnecessary steps.

In addition to these aids, traffic movement should be improved by eliminating some of the lateral aisles. The space saved could be used to widen the remaining aisles.

A public address system should be used to make brief announcements when conference events are about to begin. Visitors become involved in the exhibits and often don't realize what time it is.

Since 74% of the attendees polled by *Computerworld* said they were attending primarily for the exhibits and 65% said they wouldn't come to the conference if there were no exhibits, the technical sessions and the exhibit hours should be staggered. If the technical sessions are held between 9 a.m. and 4 p.m., the exhibits should be open, say, from 1 p.m. to 9 p.m. This would allow people to attend both rather than having to choose one over the other.

Aflps should stop kidding itself that the exhibits are still a minor attraction requiring only a few minutes time to see.

Inside, Not Outside

Last week's editorial on the security of computer centers stated that they should be locked from the outside. This was a typographical error. Centers should be locked from the inside, since a guard on the outside is vulnerable to having the key taken from him by force.



'Wish I Could Take Time off to Play'

Letters to the Editor

Good Documentation Key To Correcting Mistakes

Dr. Harvey Gellman [CW, April 15, "Computerized Business Systems Called Futile, Slowly"] undoubtedly is correct in his analysis of business systems software. However, is there something more behind the "inability of computerized customer billing systems to correct simple mistakes?" Past experience with neophyte computer users has often shown that the user has not been educated to understand the limitations of a computer. He has not been adequately informed on the manner in which data must be prepared for processing. Thus, he will do strange things to the data and expect the computer both to understand what he is doing and to make the same adjustments a person might make.

The inadequacy may lie therefore not only in the software, but also in the documentation of the software. Properly informed and educated users can overcome the disadvantages of a poorly planned and implemented program in most cases, if given a fair deal in the documentation of the poor program. Granted there are some factors introduced by poor planning and implementation that good documentation cannot overcome, but many of these factors can at least be alleviated by proper explanation directed to the user's level of understanding.

It could well be the programmer's documentation for using his software was as slovenly in planning and audience consideration as his implementation of the program.

S.E. Emhoff
President

Technicon Corp.
Phoenix, Ariz.

Printer Terminal Faster Than Reported by CW

In your April 1 issue, page 25, there is a story of a printer which operates six times faster than Teletype. The article makes reference to our Digitronics Printer Terminal Model D401 and states that it has "a rated speed of 30 characters per second."

Our printer terminals operate at speeds significantly higher than the figure you mentioned. Limiting factors are the transmission rate and, since they are line printers, the number of characters in a line. Assuming an average 80-character line, then using a 202 Datapoint, the effective rate would be 150 char/sec. If a 201 or equivalent subset operating at 2,400 bit/sec is used, then the

effective print rate would be 250 char/sec. These rates hold for both our Dial-O-Verter Model 401 and 4021 printers.

Morton Siegelbaum
Vice-President

Digitronics Corp.
Albion, N.Y.

Industry Old-Timers Long For the Old 1401 Days

Re: Your article "Programmers Hit at Symposium."

I am certain that many "Senior Members of the Industry" are in complete agreement with Dr. Hamming. They find themselves longing for the good old 1401 days, with ever more empathy with those who are waiting uneasily for Detroit to produce brand new 1949 Chevies — fast enough for any sane driver, simply maintained, cheaply operated.

Martin McDow

San Francisco

Computerized Gun Director Creates Output Hazard

Your editorial "Garbage In, Lawuits Out" (April 22) refers to data processing people's refusal to accept responsibility for controlling input and output to computers. You say, "... the damage caused by a system that makes inadequate provision for the proper handling of potentially harmful output..." will result in a "... victim (who) will not be easily placated."

On page 9 of the same issue, I read this headline: "Computer-in-the-Field Increases Accuracy of American Gunners," referring to artillery firing, and datteline Saigon (where else?). Another editorial please...

Dick Koehler

Milwaukee, Wis.

Actually there is tight output control over the gun director. Spotters watch where the rounds go and order immediate adjustments to correct errors. Ed.

Computerworld welcomes comments from its readers. Preference will be given to letters of 250 words or less. *Computerworld* reserves the right to edit letters for purposes of clarity and brevity. Letters should be addressed to: Editor, *Computerworld*, 797 Washington Street, Newton, Mass. 02160.

Has Dr. Grosch Now Set a Limit on Programming?

It is a true and unfortunate fact that when programs are being written, the chances are that there are some bugs in them, so that when they first go into operation some unexpected—and often distressful—results occur. Not unnaturally, these start-up problems are often swept under the rug, and concealed as far as possible.

Now, one of the major scientists in the field is suggesting that not only does this type of concealment hide genuine start-up problems—but that it also hides the symptoms of a fundamental, if unrecognized, limitation on the capacity of present-day technology in the use of computers.

And, he says, that many Management Information Systems—the glorious programs that are being pushed so hard nowadays—are beyond the limit!

Which adds up to a real kettle of fish for the industry, and one which will probably be quietly pushed under the rug and forgotten about even though the scientists concerned, Dr. Herbert R.J. Grosch of the National Bureau of Standards, has both done his

work within the state of the art.

His basis for saying this is based upon consideration of the characteristics of currently operating systems, such as the various reservation cases; and a comparison of the demand which these place upon the systems designers as compared

Joint, just like they did at last year's, and at the 1969 DPMA Montreal meetings also. Currently there is just no solution in sight. They do work—but you can't really rely on them.

Using these facts as a springboard, Grosch then considers just what are the real demands being placed upon the system designers by Management Information Systems.

The difference between an information system and a Management Information System is that in the Management Information System the real value is the somewhat intangible factor resulting from management being able to give better decisions as a result of the use of the system. The payoff is the additional profit made by being able to improve the decision-making processes.

The basic demand that a Management Information System makes on its designer is therefore to provide the data that a manager uses to make better decisions.

Which is one thing we don't know how to do—and which, even if we did, changes so fast that we can't keep up with it. Even the same manager works differently, and probably thinks differently, before and after a coffee break (ask his secretary).

Evaluating decisions in a real-world situation is simply not yet a science. Even people who are known to be good decision makers cannot help the system designer much—because they totally disagree about what data they should have, and even about what data they use.

So how can Management Information Systems designers know that they are improving the quality of the decision, Grosch asks? And, if they don't know, how can they claim that their expan-

sive set-up, with its terminals and supporting computers and programming teams is a Management Information System?

He particularly emphasizes that even the data which the system designer receives from management is unreliable. A manager may say "Just what I need" when the unit is wheeled in. He may show it off to his pals, and claim to be using it, or even use it. But this is no evidence, Grosch points out, that the system is improving his decisions. It may be helping the manager in his keeping-up-with-Jones games, and enabling him to put more figures into any of those keeping-my-nose-clean memos that large corporations often seem to require as part of the price of survival in the executive jungle—but this is not decision-making improvement.

The interesting point is that he is right. Managerial praise, and managerial guidance is no statement of managerial need, or management improvement. And managerial need changes so fast that we could not keep up with it economically anyway, not with our current programming techniques.

So it looks as if Grosch's Limit, like Grosch's Law before it, has very considerable evidence in its favor and that users may well

benefit by checking out their programs—particularly their MIS ones, to see if they are really possible or if they are simply an expensive gamble.

(Of course, they may also just be misnamed information systems, in which case they may be within the limit technically—but then the economic justification may need careful review to see that the misnaming has not carried over in the dollars and cents statements!)

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The Taylor Report

By Alan Taylor



with the demands necessarily placed upon them by Management Information Systems, and by Intelligence Systems.

Marginally Operable

The argument notes that with the rate of change of technology—that is a basic part of our environment—airline reservation systems have been factually only just able to work. Their difficulty is that the problem keeps changing, even though everyone concerned is trying to make it hold still.

"Anyone who travels much, and uses either these systems, or their first cousin such as car rental systems, hotel reservation systems, etc., will know what he means. These areas are still only marginally operable. Problems in behavior, such as changing patterns of no-shows, caused system failures at this year's Spring

Is This His Limit?

While in his speeches Dr. Grosch has not put his limit into words, it looks as though he is telling users: "A successful program must have all-round cooperation and an ambiguous definition before it can be written with today's technology—and some program types (like a true MIS!) cannot get there."

homework before coming to the conclusions, and has, in the proper scientific tradition, communicated his results as effectively as anyone in our industry can.

Three Program Types

Grosch breaks down programs into three categories:

1. Straight-line programs, such as payroll, where the process of going from the input to the output is well understood, and the real meaning or value of the output is known. These, he says, can be written, even though in 1954 there were some serious doubts about this.

2. Cooperative, looped, programs—such as airline reservation systems, where the process of going from the input to the output is not really well understood and may involve some feedback from the output into the program, but where the real meaning of the output—once obtained correctly—is known, and everyone is cooperating to reach the same goal.

These, he says, are just barely possible in the current state of the art.

3. Uncooperative looped programs—such as Management Information Systems, and Command and Control Intelligence Systems—where either different parts of the problem have fundamentally differing aims, or where the meaning of the output is not clearly known.

These, he says, are not current-

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Systems Analysts-Part II

What He Needs to Succeed

By Milton C. Spett
Special to Computerworld

Many companies simply "promote" successful programmers into systems work. In most cases these successful programmers fail as systems analysts because they lack one or more of the following abilities which are required for successful business systems analysis, as defined in the previous article:

Frustration tolerance—The systems analyst must endure frequent slights, occasional insults and all the ups and downs and red tape of a large bureaucracy. He must obtain information and cooperation from people who have other jobs to do and whose very jobs may be threatened by the systems analyst's recommendations.

Many negative attitudes will be encountered and must be counteracted by the systems analyst. The kind of person who throws up his hands in despair after he meets the first obstacle, or the second, or the tenth, may be a successful programmer, but he will never be a successful systems analyst. The successful systems analyst must tolerate immense problems, yet always maintain his composure and constantly redouble his efforts until his final goal is achieved.

Skepticism—The systems analyst will hear statements that range from brilliant observations through mild distortions to outright lies. He will be told that completely unnecessary reports are absolutely essential. He will be told that useless information would be invaluable. He will be told that a system produces five reports when seven are actually produced and needed. He must listen to all statements and determine their value, often with very little concrete evidence.

If he is told conflicting stories by two people, he is lucky because he knows that at least one of them must be wrong. But it is also possible that several people will give him identical misinformation. He must learn the prejudices and biases of the people he is dealing with, and identify the people who know the most about each business area.

To cut through all these half truths and untruths, he must have that sixth sense that perks up at a vague statement or a remark that does not jibe with something he knows to be true. He must immediately identify those defensive feelings which cause human beings to distort reality to fit their subjective needs. A programmer can go to the computer manual and get the right answer 95% of the time, but to become a successful system analyst, he must develop this educated skeptical attitude.

Organization—The systems analyst is usually given some vague indication that something is wrong somewhere. He must ascertain what is really wrong and then draw on disparate pieces of information to define a project. This requires organization, drive, and determination.

In effect, the systems analyst must make something out of nothing. He is given a completely unstructured situation and must produce a perfectly structured system. It appears to be quite easy to begin at the beginning, go on to the end, and then stop. Unfortunately, many people display the tendency to begin in the middle, and then go off on every tangent imaginable. While the quality of "organization" is important to the programmer, the systems analyst begins with a far less structured problem and shapes and molds it substantially before the programmer is brought in on the project.

Politics—A large part of the systems analyst's work involves dealing with people. First, he must solicit the cooperation of the user department in developing the system, then their approval of whatever changes must be made in their operation, and finally their successful installation and running of the new system.

In each of these areas he will run into varying degrees of irrationality, that is, judgments of him, his proposals, and his system which are unrelated to their true value. The systems analyst's ability to maintain the cooperation of the user department and still get them to do what they must do is largely dependent upon his political skill. The more irrational the using department, the greater the degree of political skill required. Of course if the using department is perfectly rational, no political skill at all is necessary.

The specific activities required in the political sphere include knowing when to press a new idea and when to hold back; securing the friendship of the powerful members of the using department; and presenting an image of himself that is attractive to the using department. These skills, which are so important to the successful systems analyst, are largely irrelevant to the successful programmer.

Imagination—This quality is of course important to the successful programmer, but it is of supreme importance to the systems analyst. Since his job is change, he must be able to consider the entire spectrum of possible changes, without the more normal limitations of the human mind. It is frequently this very quality which allows the systems analyst to come up with a totally new idea to solve a problem that was previously thought to be insoluble. Two or three imaginative new concepts can be the difference between a mediocre system and a superior system.

If a systems analyst has these abilities, he will be successful, no matter how little experience he has in the specific problem assigned to him.

The intent of this article has not been to compare the importance of systems analysts and programmers. A similar article could be written describing the reasons why successful systems analysts are often mediocre programmers. The main point is that these two jobs require very different types of people and the practice of "promoting" a successful programmer into systems work is usually undesirable for both the individual and the company.

Milton C. Spett is manager of data processing for the Industrial Gas Division of the Air Reduction Co.

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Scrutiny of Old Trademarks Aids Search for New

BOSTON — Before making application for a trademark, it is essential to search the U.S. Patent Office and other records to avoid infringing on the rights of others or causing confusion over a similar sounding name.

How well a preliminary search is made often determines the legal and comatative acceptance of a mark. It does little good to go to the expense of obtaining a mark without first determining the likelihood of opposition.

Thomson and Thomson, a Boston-based private trademark organization, has computerized its operation so that foreign and state registrations can be added and common law rights can be investigated.

Implemented on an NCR Century 100, the system also will enable the firm to do searches in relation to suffixes and phonetic sounds. Often, attorneys requesting searches are as much interested in marks with similar suffixes and sounds as they are with those having the same prefixes.

'Exact Marks'

"The search routines," according to Francis W. Campbell, a Thomson and Thomson partner, "are designed to find exact marks, regardless of goods or class, similar marks for the same or related goods regardless of class, examples of the prefix, mid-syllables and suffixes involved, foreign languages and equivalents, synonyms and alphabetic, phonetic and alphanaphonic sequences of letters and/or sounds."

Architects Ask Computer Advice On Glass Choice

MINNEAPOLIS — Designers of a new \$15 million airlines headquarters complex are using cost-estimating computer service by PPG Industries to help evaluate and select the best glass to resist the cold Minnesota winters.

The service is a computerized glass-conditioning program which PPG offers to customers.

Architects-engineers Quinton-Budlong of Los Angeles are using the computer service to help select environmental control glass for the new two-story North Central Airlines general office building at the Minneapolis-St. Paul International Airport.

The company offers the computer service through its regional architectural representatives for buildings in the design state. The architect reviews the details of the project with the representative, as well as the performance of the company's environmental glass products.

With the help of his consulting engineer, the architect then collects the input data for the computer program. Included is such information as building location and orientation, total glazed and non-glazed areas, number of occupants, and building life and cost.

PPG then adds its own computer input on product performance, weather, heat flow and accounting data, plus technical data from research programs at its glass research laboratories and Penn State University.

What came out of the computer for the North Central Airlines general office building was a complete comparison for five PPG environmental control glasses.

The comparison for each glass included the estimated purchase price, size and operating costs for the heating and air-conditioning systems and long-range savings from reduced heating and cooling loads.

In selecting the glass, the architects also considered aesthetic effects in addition to cost and performance data.

With the computer, the search combinations open to the firm are restricted only by the ingenuity of the company's researchers. Where researchers had to thumb through drawers of files, the computer sifts through the records, pinpointing references for closer investigation.

The firm is recording over 500,000 active trademarks on magnetic tape in alphabetical order by class, or goods category. Another 300,000 less active marks continue in the card file. Other manually maintained records being retained are a file of pending applications and the three million entry cross-reference alphanaphonic search index.

The key to the new system is the master file of active trademarks, which the computer analyzes. It also guides the researcher in referencing the index card records. When a search request is received, it contains the proposed trademark and the appropriate "goods" category. The classification is important to pin down the

mark to a particular product line. Many medicines and pharmaceuticals, for example, end in "amine," so it is just as vital to report these for the specific goods as it is to list marks with similar prefixes.

The requests are referred to researchers who establish the search criteria.

The parameters are set down on a specially designed form and converted into punched cards, which are entered into the computer. The computer is equipped with dual spindle disk units, which permit the requests to be processed at random and sorted alphabetically according to class. In this way, the requests are arranged in the same order as the master file stored on magnetic tape.

Once sorted, the marks are automatically matched against the master file. Exact duplicates, regardless of class, are noted and, based on the criteria established by the researchers, the computer pulls out other similarities.

When the matching process is completed,

the computer sorts the marks into search number order and records the data on one of three magnetic tape handlers linked to the system.

The computer then prints reports of the findings. Generally, 200 to 250 possible similarities are uncovered through the computer search. But, since not all are relevant, the researcher picks out the pertinent marks and has the computer do a more exacting search.

On the basis of this last sifting, the researcher checks through the card files, and usually comes up with 20 to 30 citations that will include exact marks in all fields and close marks in related classifications.

Eventually, according to William Flynn, director of computer services, the computer will generate the actual reports forwarded to clients, listing all pertinent data about each mark, including the owner, goods, and status of its registration.

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Interplex Corporation
400 Tolson Park Road
Warren, Mass. 01854

May 20, 1970

Page 21

'Environ/1' Reduces Size of 360 Core Requirements

By Don Levitt
Cw Staff Writer

CUPERTINO, Calif. — A new operating system allows most IBM 360 real-time applications to be processed in a CPU and core that is one size smaller than is currently used, according to the developer, Information Storage Systems Inc. (ISS).

For example, ISS said that an installation with a work load that presently requires a \$12K 360/50 can produce the same job throughput on a 256K 360/40 with the Environ/1 system.

The developer also claimed that the system outstrips conventional single- and multi-thread systems in response time, and that the degree of Environ/1's improvement increases as the system nears capacity.

Supports 30 Terminals

The current version of Environ/1 runs under DOS and is said to support about 30 terminals with an average rate of one transaction/sec. on a 32K 360. The company claimed that in a 256K system with an average rate of 15 transaction/sec.

the system can support up to 300 terminals.

The system is said to give the user flexibility of record format

three levels of restart protection, and systems performance statistics accumulation.

ISS said that, under Environ/1

stricted to fixed-length records. Cism is said to be able to insert 500 records, each 250 bytes long, between two key on

the system from a non-systems resident device after a total system failure.

The disaster protection permits the user to let the system operating again in less than 30 seconds, ISS said, once the cause of the failure is located or the hardware repaired.

Internal Paging

Environ/1 uses internal paging to locate data and to maintain user logs. This is said to provide a flexibility that resembles the virtual memory concepts of the 360/67. In effect, this allows the programmer to write programs without regard to the physical attributes of terminals and storage devices. All programs and data files are treated as virtual extensions of core memory.

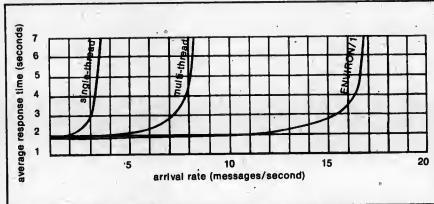
ISS said that the automatic accumulation of statistics on various aspects of hardware/software system performance makes it possible for the user to evaluate current system performance, determine system "bottlenecks" and peak-load capacity, and plan in advance for future system growth based on specific facts.

The current version of Environ/1 is written in Assembly language. The company said that a Cobol version is scheduled for release in June.

\$2,500/Mo

The system rents for about \$2,500/mo under DOS. A later OS version is expected to rent for about \$3,000/mo. The company said it takes complete responsibility for maintenance of Environ/1 programs including support of new releases. ISS said that as part of the implementation of Environ/1, the user "must make (personnel) available for a one-week training seminar" at the user's installation. Concepts and facilities manuals, and programmers' reference manuals for the language changes, are included.

Information Storage Systems Inc. is at 10435 North Tantau Ave.



ISS claims the results shown above were based on a test using a 2-channel 360/50 with two 2314A2s. The company says the Environ/1 partition size was 170K, the multi-thread was 280K, and single-thread was 150K.

In indexed sequential file structures, improved access methods, a real-time partition supervisor, Assembly Language macro-instructions and a Cobol subset to improve programmer efficiency.

It's compressed index sequential access method (Cism), users can include undefined as well as variable-length records in the index sequential environment, which previously had been re-

a 2314 lsm file in 1/20th of the time of IBM's lsm. ISS also claimed that its sequential access method for sequential processing is "from 3 to 40 times faster" than IBM's sequential access methods. Under Environ/1, for example, a full 2314 pack can be dumped in two minutes.

The Environ/1 system can be utilized over the entire range of CPUs, ISS said, from a Model 25 with a 32K partition through the Model 195 with thousands of terminals, without reprogramming. A company spokesman said that a user can convert from DOS to OS/360, without either reprogramming or recompilation, if program object decks are available.

Checkpoint Record

In the event of an application program check point, the Environ/1 makes a checkpoint record, notifies the terminal that was utilizing the program, and continues processing. ISS said that failure of a control program would require no operator intervention. The system would restart automatically. The operator would, however, be required to reload

Accounting System Uses 'Lock and Key' To Prevent Payment, Default Copying

MINNEAPOLIS, Minn. — To protect itself against default of payment and unauthorized copying of its product, Compac Computer Systems Inc. has added a "lock and key" concept to one of its software packages.

Built into the CAS III accounting system, the protection is actually a three-step operation. The system creates its own billing, by producing a console message. A "key," in the form of a pre-punched card returned to the customer upon receipt of payment, is entered with the normal job stream, and is read by the system as permission to continue functioning for another billing period. If the current key card is not inserted, the system

will automatically lock itself and prevent further output.

Compac noted that with this scheme any copy of the program would necessarily have the lock-up feature built-in, and would be useless after the current billing period. System packages would, likewise, become useless once the lock-out function took effect.

According to the company, the "lock and key" is just one more feature of the CAS III system. Designed as a modular accounting system, the company said that new elements have been added since it was first released last fall. The basic accounting module is said to include journals, general ledgers, and fi-

nancial statements. Other modules cover subsidiary ledgers, account analysis statement consolidation, and budgetary and comparative analysis. Phases for government reports and for account receivable complete the list of current modules. CAS III is programmed in BAL and operates on 360/25 and up under TOS or DOS.

The system is offered on a one-payment, 10-year lease arrangement, or on a one- to three-year monthly rental plan. Because of the variations of modules needed and payment plan desired, Compac has no set price for the CAS III system.

Compac Computing Systems Inc. is at 911 Hennepin Ave.

Retrieval Package Has User Orientation

ANN ARBOR, Mich. — User orientation is seen by the developer as the most significant aspect of a time-sharing information retrieval program from Shared Applications Inc.

A spokesman said that, on the original setup of any job, the user can define the records, fields, and subtotals in his own terms. Anytime thereafter, when the job is run, the specialized vocabulary can be used.

Data retrieval can be random and English is used throughout the operation. Output can be in hard-copy form on a teletype writer, or on a CRT display, in listed fashion or as a formatted report.

The program can be installed on CDC equipment with 16K storage. Adaptations to IBM, GE and other processors are said to

be possible on 60 day notice.

Written in Fortran, the retrieval package is priced at

\$24,000.

Shared Applications Inc. is at 209 E. Washington Ave.

Sycom Provides Machine-Language Subroutines for Cobol and Fortran

ANN ARBOR, Mich. — Callable from either Fortran or Cobol, Xpak360 provides machine-language subroutines to perform functions that are difficult to accomplish in the higher-level languages.

Developed by Sycom Computer Systems, the subroutines are described as suitable for use on 360/25 and up with the standard instruction set. Some of the subroutines, however, deal with decimal arithmetic and cannot be used on machines not

having a decimal instruction feature.

Sycom said that there are more than 40 subroutines in the Xpak360 collection, ranging in function from moving characters or arrays, to converting packed to zoned decimal. Each subroutine can be used separately, according to Sycom, without having to load any of the others. The entire package sells for \$35.

Sycom Computer Systems is at 344 S. Division No. 420.



"Look, Priscilla — Everybody's Unbundling These Days..."

'Peace' Provides Objective Evaluation of Programmers

MONTCLAIR, N.J. — Managers of systems and programming departments can evaluate their programmers objectively and have cost accounting controls and project status reports generated, with the Performance Evaluation and Cost Effectiveness (Peace) system.

According to the developer, Quantasand/Automated Inc., the rating phase of Peace provides an index by which managers can compare one individual to other members of his staff.

The cost accounting phase of Peace is said to provide a uniform method of billing to "customer departments" for systems analysis and programming work performed.

The company said that the individual reports take into account two factors. First is efficiency, defined as the ratio of useful work performed in the time frame available. The second factor, productivity, is defined as the ratio of the amount of time required to complete a given task, compared to the

amount of time estimated for the task.

Quantasand said that the two measurements effectively counter-balance each other. A programmer who reports more "credited hours" than he should, for example, will keep his efficiency rating high, but, because of his inflated hours, project estimates will be overrun and his productivity rating will drop.

If, on the other hand, a programmer "hides" time spent on a project in order to stay under project estimates (and keep his productivity high), his efficiency will suffer.

Peace consolidates the two factors into a single "performance index" so that a manager can, for example, compare an individual having a high efficiency/low productivity pattern with another who has low efficiency but high productivity, the firm said.

The project status reports produced by Peace can be used in two ways, the company said. Formatted as invoices, the re-

ports show the amount of money or internal charges debited against the customer or "user" department. Secondly, they give the installation manager a control so that he is aware of how much of his budget is being charged out, and how

much is being absorbed.

Written in Assembly Language, the Peace system is a series of five programs that are operational on 360/30 and up, under DOS or OS, with 24K core and two 2311 disk drives required. RCA Spectra 70/10DOS and Univac

9400 versions will be available soon, according to Quantasand.

The Peace system sells for \$3,600, fully installed, including a 26-page manual.

Quantasand/Automated Inc. is at 293 Broomfield Ave.

Filter Analysis Service Available in T/S

LONG BEACH, Calif. — An analysis service for electrical engineering filter designers has been developed by Systems Associates Inc.

To use the service, a designer selects a filter transfer function from a comprehensive list, de-

fines its geometry, its desired frequency and impedance transformations.

From this input, the program provides steady-state and transient step and impulse analysis of the function. It also details many other parameters,

including rms and peak-to-peak phase linearity, group delay distortion and equivalent noise bandwidth.

According to the developer, the program can realize a passive singly or doubly terminated ladder network, and print out the appropriate element values and topology.

The filter program's output is said to be available in tabulated and printer plot TTY format, or in tabulated line printer and CalComp plot formats.

The analysis service is available in conversational time-sharing mode through Remote Computing Corp., Los Angeles, or in remote batch mode through the developer.

Spokesmen for Remote said that they charge no initial fee or monthly billing minimum. Connection time is billed at \$7.50/hr.; I/O time at \$2/min; and CPU time at 15 cent/sec.

Systems Associates says that their charges vary widely depending on designer needs, but rates would basically be on a time-and-materials basis.

Systems Associates said that its charges vary widely depending on designer needs, but rates would basically be on a time-and-materials basis.

NCR Inventory Control System Suited For Manufacturing, Food Distribution

DAYTON, Ohio — NCR has released the first phase of an inventory control system, Emphasis, addressed specifically to the manufacturing, food, and hard-goods distribution fields.

Designed for the NCR Century series, Emphasis is said to include an analysis of historical movement of items and selection of optimum models for forecasting of future needs. NCR said it also provides calculation of economic order quantities and reorder points, as well as analysis of discounts and other vendor pricing variables, to determine the best replenishment strategy for each item.

The system provides an over-

ride capability for the user so that buyers can use their discretion when they see the need.

The system's Phase 1 now available is said to include everything except automatic stock replenishment. Phase 2 will include preparation of purchase orders, according to an NCR source, but an implementation date for this capability has not been announced.

Written largely in Next-3, the system requires a minimum of 16K core and utilizes the disks that are part of the NCR Century configuration.

The Emphasis system is available to Century users without charge.



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- Performance (reliable red)
- Curriculum (deep-and-broad blue)

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System Keeps Modules on Tape, Disk Files

DALLAS — Users can gain ease of assembly or compilation across a wide range of languages with Program/Manage, a system for maintenance of source program modules, according to Management Systems Corp. (MSC).

Because the system maintains source programs on tape or disk files, rather than on cards, MSC said that users also gain im-

proved security and organization of source libraries with Program/Manage.

Autocoder, Cobol, ALC, Fortran, RPL, BAL, Exodus, and PL/I can all be serviced and maintained by the current version of the system, according to the company. Other languages may be added later.

The system posts source program modules to a tape or disk

file, assigning a serial number to each card or statement of the program. To reassemble or recompile, the programmer uses one-line instructions to identify the steps to be changed and the way in which they are to be changed.

Program/Manage uses the previously stored source program and the change instructions as input to the appropriate as-

sembler or compiler. In addition to the revised assembly/compilation, the system is said to store the revised source program on the tape or disk program library, in place of the old.

MSC said the system also produces a "program modification log, a printout of both old and new instructions that have been deleted, altered or added. Using this log, programmers can reconstruct any version of the program without having to keep a file of each compile, according to MSC.

The developer said that Program/Manage is written in Cobol and could reasonably be implemented on any system that supports a Cobol compiler. The system is presently operational on an RCA Spectra 70, and on a 360/30 with 32K utilizing TOS, DOS or OS. MSC said that required peripherals include printer, card reader, punch, console typewriter, and tapes and/or disk to accommodate three files.

Available now, Program/Manage is priced at \$2,485, which includes installation. MSC said that the system can be copied and installed elsewhere within a purchaser's corporate structure without charge. Installation time frame is said to be three days. Management Systems Corp. is at 7007 Preston Rd.

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Slope/RCC Gives Slide Safety Factors

LOS ANGELES — Civil engineers can use the Slope/RCC program to determine safety factors against sliding in the designing of dams, roadways, canals, and other earth slopes.

Available through the Remote Computing Corp. (RCC) time-sharing network, the program utilizes data values and specifications supplied by the engineer. With this, the company said, Slope computes the safety factor for a given failure arc, or for the critical arc when a family of arcs is defined.

After a \$25 initiation fee, the Slope program, and any other in the RCC library, are available to a user.

An RCC spokesman said that

CPU time is charged at 10 cent/sec, while 1/10 time costs \$2/min. Basic connect-time, he said, is priced at \$7/hr. There is no

minimum monthly billing on the RCC network.

Remote Computing Corp. is at One Wilshire Bldg.

'Municomp' Sulted for Attorneys

WASHINGTON, D.C. — Municomp, a service consisting of an updated computerized municipal law search and retrieval system, is available to municipal attorneys from Autocomp.

By the end of 1970, Autocomp projects that 40,000 municipal law court cases will have been committed to the computer. The municipal attorney utilizes Municomp by phoning, wiring, or writing his search inquiry to Autocomp, employing key

search words and terms.

Municomp then produces, from the company's IBM 360/40, all the citations and summaries of court decisions containing the words or terms of the inquiry.

Initially, Autocomp plans to make the service available at \$40 per search to attorneys representing some 30,000 cities. The company is at Suite 902, 4720 Montgomery Lane, Bethesda, Md.

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IPS has for sale or lease and immediate delivery from its own inventory a 360/20 system and one 2401-3 tape drive. The 360/20 is a C1, BK, with 2203-A1 Printer, 2501-A1 Card Reader, and 2500-A1 MFCM. Price: \$65,000. The 2401-3 90KB drive is available for \$21,000 as a 7-track unit or \$24,500 as a 8-track unit. Both items also available for 2-5 year lease. Please call or write for additional information. Also write for our Bulletins listing other computer equipment for sale or lease.

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The Inforex system gathers data from eight keyboards into one disc memory unit. Data may be sight or key verified. Built-in logic performs check digits, left-zeros and balance totalling. Jobs are pooled onto 7 or 9-track compatible tape. Optionally, it will operate on-line directly to your central processor.

Keypunch/verifier functions.

Starting with the familiar 64-character keyboard, each Inforex keystation performs all keypunch and verifier functions: Automatic check-digit computation. Automatic left zeros. No digit by digit keying is necessary. Electronic skipping and duplicating rather than mechanical. Auxiliary duplication or two additional levels of program control. Automatic + or - signing of fields.

Simultaneous entry and verification.

All eight keystations input to one disc memory unit. Each keystation is assigned an area as it enters. Any keystation can access any assigned area at any time.

Since each keystation has both sight and key verification capability, one keystation can verify work entered on another and if desired, verification can be done simultaneously with data entry.

Keyboard to tape functions.

Inforex automatically pools input from up to eight keystations onto 7 or 9-track compatible tape. One easily entered statement transfers a series of batches. Only one keystation is required to initiate the transfer, and all keystations are functional during transfer. There are no cartridges to handle or identify, no special equipment needed for pooling.

Recallable programs. Each program has four levels of control. Once the program is keyed, it can be stored for future use and recalled by any operator merely by keying its appropriate program name. Up to 128 different program controls can be stored. There's no program card or tape mounting and no repetitive program control keying.

Self-balancing. Zero balancing is an integral part of the Inforex system. Each operator may accumulate a control total during data entry. Edit controls allow rapid correction. Adjustments to

the balance total occur automatically during verification.

125-character records. With Inforex Intelligent Key Entry, the record length is variable up to 125 characters.

Full record display. For added accuracy, each keystation displays an entire 125-character record with moving cursor and position counter. The system has a forms capability that allows data entry and verification in a "fill-in-the-blank" fashion. Operator messages for direct interaction with the system along with search and paging of a file are standard.

Attractive office decor. Inforex design innovation doesn't stop with the components. Each Inforex keystation is built into an attractive contemporary walnut and black steel desk designed for operator ease and comfort. And remember, the system is electronic, not mechanical, allowing a quiet, comfortable atmosphere to work in.

Inforex monthly rental cost is \$50 per keystation. \$560 for control unit (up to 8 keystations). \$960 for a complete 8 keystation system, including maintenance.

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MTP Series Teleprinter

Electrostatic Printers Handle 266 80-Character Line/Min

PHOENIX, Ariz. — A series of electrostatic printers can print 266 80-character line/min on 8-1/2 in. paper, according to the manufacturer, Motorola Instrumentation and Control, Inc., a subsidiary of Motorola, Inc.

Called the MTP Series Teleprinters, the printers are described by the company as compact, durable, dry process machines which print at speeds faster than conventional impact printers and are less expensive and more compact than line

printers.

The MTP series uses a Motorola patented technique to form characters by manipulating a 7-by-5-dot matrix, producing a character equivalent in size to 10-point type. With appropriate software, the dots can be used to form foreign language characters or special symbols.

MTP Features

The Motorola MTP Teleprinters series includes:

- The MTP-10, a basic model which accepts a dot-matrix input, either directly from a processor, or through a Uassiot-dot-matrix integrated conversion circuit.
- The MTP-20, with a built-in two-character buffer and ready-strobe interface for direct 7-bit parallel Uassiot input in local, hardwired applications with multiple I/O devices.
- The MTP-30, which includes an external 200-character buffer-controller and interface for a Bell 202C modem or equivalent, for dedicated communications service.

An electrographic printing process is used in MTP Teleprinters.

Characters are formed by four continuously-moving print heads which make contact with continuously-moving, current-sensitive paper. As one head completes a line, the next head moves into position to start the next line. Each head prints one line of every four. There is no paper start/stop-delays between lines.

The MTP can operate unattended. An automatic paper advance prevents hidden lines. Either local or remote control can be used to cause the last line of a message to clear the printer before the printing mechanism stops.

The MTP-10 Teleprinters are available on a 60-day delivery schedule, the MTP-20 on a 90-day schedule. Both are currently in production, Motorola said. The MTP-30 is scheduled to go into production in October, 1970, and is currently being scheduled for delivery on a six-to-eight-month schedule.

The MTP-10 is priced at \$3,850, the MTP-20 at \$4,995, and the MTP-30 at \$7,995.

Atlantic Scientific Data Terminal Has Unattended Transmission Capabilities

PLAINVIEW, N.Y. — A typewriter-size terminal from Atlantic Scientific offers unattended transmission capabilities at low cost.

Called the ASC 1003 Branch Office Terminal, the device is intended for use by relatively small installations with several branch offices, such as smaller banks and insurance companies.

The ASC 1003 is capable of storing numeric data on a mag-

ASC 1003 transmits the message recorded on tape and rewrites automatically to the beginning of the message, simplifying retransmission, should it prove necessary.

An optional feature on the terminal allows visual verification of numeric data while it is being punched.

Still another option is a 30 char/sec printer that allows the

\$500 and the printer has been priced at approximately \$2,300. Lease price for one-year on the basic terminal is \$115/mo excluding maintenance, which is negotiated under a separate contract.

The ASC 1003 is available on a 120-day delivery schedule. Atlantic Scientific Corp. is at 121-03 Dupont St.



ASC 1003 Branch Office Terminal

netic tape cartridge, with a capacity of 100K characters, and transmitting the data over telephone lines using a Bell 202 modem, at speeds up to 1,050 bit/sec. A keyboard that allows alphanumeric data to be recorded is available as an accessory.

In addition to data recording, the keyboard is equipped with addition and subtraction keys. As data is punched, it is also recorded on magnetic tape. The depression of a function key causes the printing of a paper tape as in a conventional adding machine. Errors are corrected by generating a special character on tape following the erroneous data.

In response to being polled by a communications network, the

unit to be used to produce hard copy of data received through the terminal.

Alternatives

In place of the standard Ascii, the user may specify alternatives such as Ebcidic or BCD.

The modular construction and plug-in design of the components, Atlantic said, make the terminal very easy to service. A specialized technician is not required, since most service is performed on-site. More serious problems will be handled on a replacement basis, the company said.

The ASC 1003 is priced at about \$3,700. The optional alphanumeric keyboard is priced at \$600. The numeric data visual verification option will cost

NORWALK, Conn. — An IBM-compatible magnetic tape unit offered by Datran Corp. incorporates multimode drive and reads incrementally.

The two configurations of the unit — the 7-track Model 8551 and the 9-track Model I 8552 — also incorporate electronics logic. Standard features of the units include: triple density data writing and reading (200, 556, 800 bit/in.); recording in IBM-compatible tape format; automatic generation of IRG (Inter Record Gap); and odd or

even vertical parity.

In incremental mode, data writing is over the range 0 to 1,000 char/sec at any density. Incremental reading ranges from 0 to 500 char/sec, reading in slow mode at 1,000 char/sec. When reading incrementally, the device can shuttle back and forth over a single character, providing character rather than block buffering, the company stated.

In synchronous mode, the standard tape speed is 30 in./sec with IBM compatibility, and bi-directional

operation within standard IRG. Modes and densities are selected by logical or manual switching, making the unit suitable for remote communications terminals or as a combined peripheral and communications terminal.

The Model 8551 (7-track) with read/write capability, triple density and either incremental or synchronous mode is priced at \$6,600. Delivery is 90 days.

Datran Corp., is at 179 W. Rocks Rd.

T/S CRT Terminal Displays 72 Char/Line

PENNSAUKEN, N.J. — A CRT Terminal from Video Systems that transmits data up to 1,200 baud can display 72 char/line for time-sharing users.

Called the VST 2000, the teleprinter interchangeable terminal can handle interactive computer communication requirements with no hardware or software modifications, the company said. The terminal utilizes a standard typewriter keyboard and a 10-key adding machine keyboard for numerical data entry. It can be used on- or off-line.

The VST 2000 has a two-page capacity, one on the screen and one in storage. When the last line of the first page on the screen fills up, the page is automatically put in storage and the second page appears on the screen.

The unit can store 2,592 char-

acters, each display page having 18 lines with 72 char/line. Numbers and letters on the screen are said to be uniform, stable and legible. With a keyboard cursor, corrections, revisions, or deletions can be accomplished.

The VST 2000 handles data transmission rates of 110, 150, 300, and 600, and 1,200 baud.

The 18-in. square unit has a 12-in. video screen.

Delivery is 60 to 90 days for the VST 2000 terminal which sells at \$4,590. A one-year lease is about \$150/mo. Maintenance is additional.

Video Systems Corp. is at 7300 N. Crescent Blvd.



VST 2000 CRT Terminal



Telex Multifomat drive



Telex Drives Read 1,600 Char/In on COM Systems

TULSA, Okla. — Two multifomat, read-only tape drives with 1,600 char/in. capability for computer output microfilm (COM) systems permit the handling of three formats in a single peripheral.

According to the developer, Telex Corp., the 4853 and 4863 drives allow for reading of 9-track phase encoded, or 7- or 9-track NRZI, by flipping a switch.

The 4853 offers a 75-in./sec tape speed and maximum transfer rate of 120 kilobytes. The 4863 is faster at 112.5 in./sec with a maximum transfer rate of 160 kilobytes.

The drives are said to eliminate the need for peripherals previously required to perform the identical read operations. Floor space necessary for one multifomat drive is said to be less than that of competitive drives generally required for COM use.

Telex said that power required for operation is reduced and that unplugging is not required when switching formats.

The drives accept standard industry formats, and can interface with COM systems such as Stromberg Carlson Datagraphic Microfilm Recorders, and Kodak KOM-90 Microfilmers.

The drives are available on 60- to 90-day

delivery schedule. The 4853 sells at \$21,400, and leases at \$553/mo for four years; service is \$102/mo. The 4863 sells at \$23,900, and leases for four years at \$577/mo; service is \$118/mo.

The address of Telex Corp. is Box 7626.

Media Business System Available

the company said.

Reporter uses DEC hardware: PDP-8/I processor, Decapacs with three or more transports, 22K magnetic disk, paper-tape reader, and either a paper-tape punch, or a 300 line/min printer. Input data is prepared on Friden Flexwriters.

"We sell the PDP-8 computer," Tony Padula, Fordax's graphic arts manager said, "so we can offer the complete system hardware and software. However, if the newspaper already has a DEC computer doing typesetting, for example, we will sell any software packages required to run on his present system."

Ease-of-Use

Padula described the payroll function as an example of the ease-of-use features claimed for the system.

"First, Reporter concentrates payroll records onto a single reel of magnetic tape, the master file. The payroll clerk creates the file by entering the necessary employer information: name, address, employee number, social security number, marital status, number of dependents, and all earnings and deductions," he said.

"To write checks, the clerk answers questions that the system asks. The system is flexible enough to handle special pay, bonuses, and up to six deductions. When the questions are answered, the clerk reads the printer with checks and starts the program."

Padula said the system can write up to 600 checks/hr. When the payroll is complete, the master file is automatically updated.

Prices for the Reporter system range from \$55,000 to \$200,000. A typical configuration, which would consist of an 8K PDP-8/I, Decapac with four drives, 32K disk, line-printer, and two Flexwriters, is priced at about \$120,000. These prices include all software packages, in addition to nine to 10 weeks of on-site training.

The Reporter system is currently available on a three- to five-month delivery schedule.

The Fordax Corp. is at 20 Walnut St.

Intertran Modems Vary Speed Rates

LOS ANGELES — Two data sets for half- or full-duplex, synchronous transmission over twisted pair four-wire facilities are available from Computer Transmission Corp. (CTC).

The Model 915 provides standard EIA RS 232C interface, operating up to 20,000 bit/sec. The other model in the Intertran series, the Model 916, provides interface from 10,000 to 250,000 bit/sec. Data rates can be changed in the field to meet changing user requirements, the company said.

The Intertran series uses TTL integrated circuits (MSI medium-scale integration), and contains built-in, local and remote loop-back test capabilities.

The data sets achieve instantaneous synchronization using an innovative phase-lock loop circuit, and can be equipped with either internal or external clock.

The Model 915 costs \$1,875 and the Model 916 costs \$1,925. Delivery is 30 days.

Computer Transmission Corp. is at 1508 Collier Ave.



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205/538-9492

Heat-Developing Microfilm Uses Light Scattering

SUNNYVALE, Calif. — Heat-developing microfilm "ideal for duplication of computer output microfilm" is being offered by Xidex Corp.

Designated Xidex-HD, the microfilm is based on light scattering principles, developed with heat and requiring no chemicals or dark rooms for processing, the company stated.

The film is compatible with all presently available heat-developing processors. Dur-

ing normal processing Xidex-HD is stable up to 160°F, the company said.

The film, available with three-mil and four-mil polyester bases or in special sizes upon request, has a diffuse density gamma of .35 and a projection density gamma of three. Xidex-HD has a 1.30 log exposure scale and provides over 200 line/mm resolution, the company stated.

Xidex-HD is guaranteed. The company provides immediate replacement if the customer is not satisfied.

Xidex-HD in 16mm, 1,000 feet, with three-mil polyester base costs \$15.30/roll. Price decreases with quantity ordered.



Datagraphix 96 Kalvar Film Copier

Other standard sizes and lengths are available. Delivery is 15 days, and the company ships the film prepaid air freight.

Xidex Corp. is at 305 Sequel Way.



Copier Makes 120 Microfiche /Min

SAN DIEGO, Calif. — A 105mm microfilm copier can produce 120 microfiche (4 in. by 6 in. card/min, according to the manufacturer, Stromberg Datagraphix Inc.

Designated the 96 Kalvar Film Copier, the equipment produces copies on Kalvar

\$20,000. A lease for 60 months is offered at \$505/mo. Maintenance is \$100/mo. A four-year step plan is available, at an average of \$550/mo. Delivery is one month.

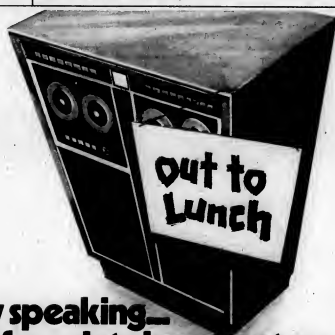
The address of Stromberg Datagraphix Inc. is P.O. Box 2449.



Xidex-HD Heat-Developing Microfilm vesicular film from suitable 105mm (microfiche) roll film masters. The copier offers solid-state devices for tension and temperature control.

The printing capability is up to 550 feet of 105mm Kalvar film at a transport speed of 60 ft/min and consists of a dry process requiring no chemicals, no special plumbing, and no darkroom. The only electrical outlet required is for hook-up. The dry-copying process provides for exposure of the film to ultraviolet light and development by heat in ordinary daylight office environment, the company stated.

The 96 Kalvar Film Copier costs



Logically speaking... an error-free data input system keeps your computer from going "out to lunch."

SP-100 Perforates Tape at 10 Char/Sec

CHICAGO — A self-contained, 10 char/sec, 8-level tape perforator is available from Data Specialties Inc.

Designated the Model SP-100, the device features provision for supply and take-up of 1,000 feet of tape, turn tape alarm, tape out alarm, feedout switch, on/off switch, and tape release lever.

The unit is said to utilize no power in the standby mode and is enclosed in a shock-mounted, sound-insulated cabinet which has a hinged front cover.

The mechanics of the SP-100 tape perforator may be purchased, in unit quantity, for approximately \$300. A variable cost is added for the necessary electronics. Delivery is 30 days.

The address of Data Specialties Inc. is P.O. Box 45284.

A computer should eat up data, not expensive time. If we make it sound overly simple, we're just being logical.

For we've got an error-free data entry system that keeps computers working without those costly "out-to-lunch" breaks.

It's called the LC-720 KeyDisc Data Input System.

It cuts systems time and costs... by as much as 50%. It minimizes errors with point-of-entry editing and correction. It optimizes systems throughput.

And it keeps your computer working all the time.

Computer time-shared data from up to 60 key stations... all entering or verifying separate jobs and applications... is one of the big advantages of the LC-720.

It also offers you total security and high speed random access of data. The LC-720 is the only

keydisc system in use that provides a complete IBM/360 compatible disc. Plus a totally compatible 7 or 9 track magnetic tape output.

Logic makes the Now Generation of data collection systems. So, if you've got data input problems, Lewis Barr at Logic can more than likely solve them. Give him a call, 609-424-3150.

It's the logical thing to do.

LC-720 KeyDisc System



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Tab Converts File Equipment for S/3

PALO ALTO, Calif. — Accessories to convert standard card file equipment for use with IBM S/3 cards are offered by Tab Products Co.

Model 1603 aluminum inserts fit into standard tab card file drawers for conversion to S/3 card use. Card file drawers require a set of two inserts each, with storage capacity of 7,500 card/sets. Inserts include follow-blocks with specially formed sides for storage handling. A set of Model 1603 inserts costs \$8.75.

Model 3905 open reference trays are designed to convert open reference files for S/3 card

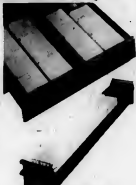
storage. Each tray holds 3,225 cards and is available with optional tilt-blocks and/or follow-blocks.

Capacity of standard tab open reference files is nine Model

dp accessories

3905 trays per 37-1/2 in. file; 16 trays per 60-in. file; and 18 trays per 68-in. file. Price is \$6.50 per Model 3905 tray.

Tab Products Co. is at 2690 Hanover St.



Tab's S/3 Accessories



The Novar 10 key numeric input on the right can be added to Novar tape terminals by plugging it in. Greatly speeds up the terminal's capability to handle numeric data for computer processing. Does columnar tabbing too.

Cleaner-Certifier Has Own Tape Drive

WAYNESBORO, Va. — A magnetic tape cleaner-certifier featuring a self-contained tape drive is available from Virginia Panel Corp.



Tape-Cleaner Certifier

The Model 14 can handle 556, 800, or 1,600-bit/in. tape, according to the company. The unit cleans in wind position and certifies during rewind. Cleaning is accomplished by both a razor blade and silicone-impregnated tissues.

A digital nixie tube readout counts errors, and a strip chart recorder indicates their location on the tape. The threshold of allowable dropouts may be set to read at desired levels from 0 to 100%. The certifier can be adjusted to read tape windows of any length, and the device can be matched to read the length of

any given file recording block, the company said.

Other features include precision winding during certification of tape at tension specified by tape manufacturers; constant speed during cleaning and certification; read-write heads which retract during cleaning; and cleaning tissues which retract during certifying.

The portable unit sells at \$8,900. Delivery is about six weeks.

Virginia Panel Corp. is at 1400 New Hope Road.

Novar Corporation • 2370 Charleston Road
Mountain View, Calif. 94040 • (415) 964-3900
Offices in Principal Cities

Novar

Photoelectric Punched Tape Reader

HAWTHORNE, Calif. — A photoelectric punched tape reader is scheduled for late August delivery by Remex Electronics, a division of Ex-Cel-O Corp.

The Model RR-1150B punched tape reader features 150 char/sec reading speed and quiet operation, the company said. The device includes integrated circuits with TTL, DTL, and RTL compatibility, long-life cartridge lamp, and low inertia stepping motor/sprocket wheel drive for rapid response for both direc-

tions of reading.

The RR-1150B costs \$560 including electronics and power supply.

Remex Electronics is at 5250 W. El Segundo Blvd.



RR-1150B

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WHO KNOWS WHAT EVIL LURKS IN THE HEART OF A COMPUTER?

You do.

But do you know where most of the everyday evil comes from?

Tape.

The tape you feed your computer every day. Tape breeds evils like errors and dropouts because of pile up from iron oxide debris, dirt, dust and physical mishandling.

Over the years, one company has led the battle for clean tape.

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In fact, over 70% of the people who maintain tape rely on Kybe. For tape cleaning, testing, recertification and library analysis.

Kybe can help you set up a complete tape maintenance system in-house. Or handle your tape maintenance at a Kybe service center.

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On March 16th Sanders Associates announced the formation of an exciting new company: Sanders Data Systems, Inc. Although new in name, the organization has a proven base of technological and marketing competence. Sanders already has the broadest line of commercial data displays and display systems in the entire industry, with hardware, software and customer services supplied by various divisions. Now these capabilities are consolidated in a single organization.

LEADING FROM STRENGTH

Several years ago, Sanders introduced its multi-terminal data display system. It was a product of the same skills and knowledge we utilized in supplying the Saturn V check-out systems. This data display remains the most versatile computer input/output device around. And today, Sanders is the recognized leader in data display, with a long list of satisfied customers in business, science and industry to prove it.

DEPTH IN DISPLAYS

Sanders offers alphanumeric display systems for stand-alone and multi-terminal, off-line and on-line, data entry and retrieval. Plus the world's most advanced interactive graphic display system. Sanders has even come up with a key-to-tape system that speeds source data input to computers, replacing the punched card.

TOTAL SYSTEMS APPROACH

Sanders has also developed data communication and management information systems that answer total customer requirements. Our services extend from systems analysis through hardware and software implementation, to continuing maintenance support.

VOLUME PRODUCTION

Data displays and systems hardware are manufactured by Sanders at its Nashua headquarters. This is a high-volume operation utilizing the latest automatic production and test equipment. Other Sanders plants handle subassembly of various hardware components.

NATIONWIDE CUSTOMER SUPPORT

There are 23 sales offices and 40 service centers, located at major population centers from coast to coast. Customer support is also readily available to customers in Canada and the United Kingdom.

SOLVING YOUR PROBLEMS

Our new company, Sanders Data Systems, Inc., combines all the strengths of Sanders' advanced technology to meet the challenges of the commercial market. Sanders' versatile organization can help you solve your problems.

For more information, call your nearest Sanders office or write to Mr. Raymond A. Zack, Vice President and General Manager, Sanders Data Systems, Inc., Daniel Webster Highway South, Nashua, N.H. 03060.

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Honeywell 200 Users Discuss EDP Education Problem

By Stanley Nodvik
Special to Computerworld

NEW YORK — EDP education was the main theme of the Honeywell 200 Users Conference attended by approximately 150 members, at the New York Hilton, last month.

The conference agreed that most DP managers deal effectively with hardware and software, yet neglect "peopleware." As a result, without competent, knowledgeable personnel, most third generation shops are still operating in a second generation and even an EAM environment.

The acute shortage of programming personnel has resulted in different companies bidding against each other and thereby inflating the salaries of programmers and analysts.

An estimated 50,000 positions are now unfilled in the DP field. Various possible solutions to meet this need, which is

basically a personnel and education problem, were discussed.

Steve Trillo, manager of Advanced Honeywell Institute of Information Sciences, Eastern Operations, explained Honeywell's solution.

In June, 1969, Honeywell established a model school in Boston open to the general public. The training program lasts for 12 weeks, and costs \$1,850. No prior EDP experience is required, although a college degree is necessary to qualify for entrance as well as aptitude testing and an in-depth interview.

Thirty-five percent of the applicants are turned away as unqualified. A second course was established in September especially designed for non-college graduates. It is on a part-time basis, 12 hours a week for nine months for \$1,750.

Bill Patton, general sales manager of Honeywell's East Coast Division, stated that Honeywell will not unbundle and will continue its EDP education programs

to its customers. He stated that the newly paid education programs (Institute, on-site tailored training, and seminars) are considered additions to Honeywell's full services.

Also presented at the conference was a report by Mike Walker about Honeywell's new software and publications distribution plan. A profile file describing each customer has been prepared. Software and publications needed according to his

individual equipment and system configuration will be sent directly to the customer as they are released. In the past, these services were provided through the local Honeywell branch offices.

Jack Quinn gave a report on the last meeting of SIG (Cobol Special Interest Group). They plan to submit to Codasyl a suggestion for a routine called Prim to handle with Cobol variable tables that change from day to day in a program.

Computer Career Opportunities, Requisites Described in Booklet

MONTVALE, N.J. — Career opportunities in the computer field, and their requirements, are described in a new 12-page booklet prepared by the National Better Business Bureau (NBBB) and the American Federation of Information Pro-

cessing Societies (Afips).

Called *Careers, Computers and You*, the booklet has been published in response to strong interest in the field by students and adults in need of factual information, and the need for consumer information on private schools offering computer courses, according to NBBB and Afips.

One section, devoted to major job categories, describes the duties of each position,

Societies

its educational or training requirements, and any special skills needed.

Additional sections cover growth of the computer field, a basic description of data processing, methods for self-evaluation of interest and aptitude, general salary information, sources of education and training, and a list of 10 recommended guidelines for evaluating private schools.

One job category, programming, is broken down into three main types — scientific applications, business applications, and systems programming. Other positions included are clerical and keypunching, computer operators, systems analysts, customer service, marketing and sales, and designing and manufacturing.

A separate section is devoted to private EDP schools which offer such courses as business applications programming, computer operators and keypunching.

A number of these schools "appear to offer valid programs and undoubtedly are providing worthwhile preliminary training," the booklet says. "However," it adds, "the prospective student should do a bit of homework prior to enrollment." Suggestions include checking on the school with guidance groups or the state employment service, the local Better Business Bureau, state office of education, major employers of computer personnel in the area, persons actively working in the computer field, and the Veterans Administration.

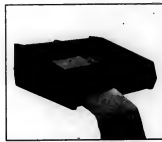
Persons interested in such schools are also advised to contact the three national groups headquartered in Washington, D.C., which accredit private EDP schools. They are the Accrediting Commission of the National Association of Trade and Technical Schools, the Accrediting Commission for Business Schools, and the Accrediting Commission of the National Home Study Council.

According to Richard Maxwell, NBBB president, and Dr. Richard Tanaka, Afips president, the new booklet marks a major step in a cooperative program by the two groups to assure that the public is properly informed in areas where the computer impacts the average citizen.

A copy of *Careers, Computers and You* may be obtained by sending 25 cents to the National Better Business Bureau, 230 Park Avenue, New York, N.Y. 10017. The booklet also is available in bulk quantities.



Kick the smoke habit



Smoke signals are fine for giving the Indian sign. They're far too slow for pow-wow-ing with a remote computer. Still, there are people using put-at-a-time, typewriterlike devices that take many moons to complete printouts... while computer time is elapsing and running up the bill.

Typeliner is the all new terminal printer that brings remote data printers out of the pioneer age. It has space age specs like 100 lines per minute, ASCII 64 character set, plug-to-plug compatibility with CRT display terminals and modems.

And it is quiet. Our Typeliner doesn't make war whoops every time it prints. We've designed a totally new mechanism for minimal noise and even gone to the trouble of turning off the cooling fan during standby mode.

Lines of crisp character type in multiple copies are produced by Typeliner's unique Crosspoint print head. With few moving parts, this head prints clear, easily readable text, yet needs only minimal maintenance.

Very little wampum rents the Typeliner. You can have one for \$245.00 per month with delivery within 90 days. And you needn't worry about service. The Typeliner was designed to shrug off maintenance that other mechanical marvels require.

If you're ready to give up that old tribal custom of using a character-at-a-time printer, let us tell you about the Typeliner. Circle the bingo card, write or phone our big marketing chief, Chandler J. Williams. Then watch our smoke.

dc data computing inc.

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Emphasizes Individualized Programs

Allen Model Plan Calls for Central Diagnostic Centers

By Harvey Elman
CWI Staff Writer

SAN FRANCISCO—A model plan with computerized data systems for restructuring local schools to help professionals "prescribe" educational programs for students and their families has been outlined by James E. Allen Jr., U.S. Commissioner of Education.

Allen proposed a closely structured and controlled program, calling for major evaluations of a child's problems and potential before he is 6 years old, again at 11, and finally at 15.

In a speech to the National School Boards Association (NSBA) convention here, Allen suggested each local school system should have a central diagnostic center "to find out everything possible about the child and his background" in order to plan an individualized program for him.

Following tests and home visits, Allen said, the center "would know just about everything there is to know about the child—his home and family background, his cultural and language deficiencies, his health and nutrition needs, and his general potential as an individual."

Prescription Written

The information would be fed into a computer for use by a team of trained professionals who would write a "prescription" for the child "and if necessary, for his home and family as well," Allen said. "If the home is contributing negatively to the child's development, it, too, should receive attention and aid."

Prescriptions for solving the child's problems and those of his family would be made by local health and welfare departments as well as the schools, he said. If there was disagreement, he noted, "the will of the student and his parents would prevail."

"The time has come when we can no longer seek reform and change solely in the present structure," he added. "We must remember that as much education, if not more, takes place outside of the traditional school-house. If a child's environment is negative, there is little the school can do to correct it," he said.

He told the NSBA members he was offering a model of "the sort of thing you can do in the future to correct a system that really has failed one-fourth of our students, mostly the poor and the black."

From the age of 2-1/2 until 5, he said, the child would be "given whatever instruction and aid are necessary to help him achieve the goals set by the school district for children of his age group." During this period, the child would spend some time in a classroom situation learning "how to work and play with children of various backgrounds."

Good Start Center

Allen carefully labeled this a "good start center" in an obvious attempt to avoid association with the much-criticized Head Start program.

At 6, Allen said, there would be a "major" evaluation of each child to establish the goals he would be expected to achieve in a non-graded primary school, including reading, writing, and computation.

At 11 (sixth grade), he continued, another major evaluation to set goals for a non-graded middle school would "help him develop his basic skills and develop his unique talents."

In the Allen model, there would be no grades or traditional courses but each student would have an individual program (from preschool on) which would be followed by computerized records.

"Not all students would pro-

ceed at the same pace," Allen said. "Some would be entering high school at the age of 12 or 13 while others would still be in

Education

the middle school at the age of 17."

"When the student reached the goals set for the middle school, at whatever age, it would be decided which of several secondary school centers he would enter. Allen suggested such centers as science and technology, business, humanities, or performing arts. Each center would prepare a student either for college or for a job.

Allen said he hoped his model plan would be tried, on an experimental basis, in four, five, or six school districts in 1971.

He felt that it could be financed from a \$25-million item for experimentation in the 1971 Health, Education, and Welfare budget.

The experiment would be supervised and an evaluation made by the National Institute

of Education, recently proposed by President Nixon. The institute would establish a national approach to educational research and experimentation.

Allen felt that the model plan would "cost considerably more money than is now available." But, he added, "in the long run, the net cost would be small because we would save the cost of remediation and failure."

Allen's proposal, which he said was made to challenge school board members to think of innovative approaches, is likely to be challenged on several fronts, according to the commissioner.

Data Bank Concern

Much concern has been voiced in recent years about the use of computerized data banks by governmental agencies. Some educators also say that predictive techniques, such as the one suggested by the commissioner, are dangerous in that they categorize a student too early in life.

"Some critics," he maintained, "may also see in his plan similar elements of a proposal by Dr.

Arnold Hutschnecker, Nixon's former physician. In a memorandum sent by the White House to the Department of Health, Education, and Welfare for comment, Hutschnecker suggested testing of 6-to-8 year-olds to determine their "delinquent tendencies." Professional organizations, however, have condemned the Hutschnecker plan as "scientifically unsupportable."

Fraternity Orders Burroughs B350

PASADENA, Calif. — Phi Delta Kappa, the professional education fraternity for men, has ordered a Burroughs B350 for its international headquarters in Bloomington, Ind.

In addition to performing membership maintenance, such as dues accounting and printing labels for magazines and literature, the \$147,000 system will be programmed for storage and retrieval of educational documents and research materials, according to Robert E. McDaniel, the fraternity's director of administrative services.

INTERNATIONAL DATA CORPORATION

is pleased to announce that

JOHN E. REHFELD

has been appointed
Marketing Director Western Region

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Late EDP reports, backed-up schedules, and reshuffling of job assignments is a costly proposition. The DEADLINE! software package provides Lockheed-Georgia with a way of scheduling its entire EDP center according to Lockheed's own priorities with efficient time use. Annual cost savings are estimated at \$250,000... in the data center alone. For more information in any size EDP center, contact: Director of Marketing, Synergistic Cybernetics, Inc., 7777 Leesburg Pike, Falls Church, Va. 22043. Phone: (703) 821-2500.

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your budget is limited, your staff small, and your computer not a giant ...

your management needs reports that are based on file information ...

then — you have problems of creating, maintaining, and retrieving information from files.

These are severe problems when your management needs customized reports quickly but there is no easy way for them to generate their own. You, or your staff, must do this for them. Results? Fair to good, but never 100% satisfactory.

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First there is the System Description covering characteristics of language types and forms, modes of use, file media, documentation, etc. Data Structure includes types of groups, entries, files, and their identifications. Functions precisely defines the preceding items and also covers interrogation, selection criteria, file creation, etc. Storage Structure specifies storage representation for item levels, entry and group levels, file levels, and multiple files. Operational Environment gives details of basic and expanded hardware, software, and systems requirements. Prices are also provided.



Pioneer Data Systems
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Des Moines, Iowa 50310 (515) 276-6746

Survey Says 80% of 1,100 Schools Use Computers

SILVER SPRINGS, Md. — First reports of a survey investigating nationwide uses of computers in public high schools were released recently by Dr. Arthur Korotkin of the American Institutes for Research. Sponsored by the National Science Foundation, the survey is being done on about 24,000 of the nation's public high schools. According to Korotkin, the purpose of the survey is "to estimate the number of computers used in the country's secondary schools with main emphasis on trying to find out what the major use of computers is, administrative work or instructional or both. The purpose is also to identify a sample of users from which a follow-on, in-depth study would be done."

Replies have been received from about 1,100 schools. Of this number, 80% stated they were using computers in some capacity. About 500 were using them in administrative work only, such as payroll, while about 600 were using them for

both administrative and instructional

Education

work.

100% Usage Increase

Korotkin cited the "100% increase" in the use of computers in the last few

years, but added that "it is rather too bad that when a computer goes into a school it is used only for administrative purposes. As long as the computer is in the school, they should make instructional use of it as well."

Breakdown on the use of computers in the high schools is as follows: 43.4% have their own equipment; 13.5% are using nearby college facilities; 28% are using commercial facilities; 5.6% did not specify usage, and 9.5% represent a regional consortia.

Asked what the follow-on, in-depth study would consist of, Korotkin said that of the 1,100 high schools that replied, 50 would be selected, and interview teams would be sent out to do a survey of what application a computer in a particular school was being put to, and what funding a school had.

Because the response was not all Korotkin hoped for, a third mailing is being sent out to all high schools, consisting simply of a post card asking whether the school is or is not using a computer.

Variety, Expanded Use of CAI Programs Foreseen

NEW ORLEANS, La. — "Computer-assisted instruction (CAI) has been suffering from a teaching machine syndrome with high-priced equipment and too few instructional programs," said Ronald P. Fox, president of Executive Computer

Systems Inc. (ECS), Chicago, at the meeting of the National Association of Users of Computer Applications to Learning.

Fox sees a definite trend developing in the computer-assisted instruction field. "More firms are competing in the market,

computer companies are lowering their costs for hardware and educators are inserting computers in curricula. The combination of these factors," he continued, "makes it conceivable that computer-assisted instruction can literally be brought to every classroom in the U.S. within a three- or four-year span."

The ECS approach to teaching grammar school children, which it calls an "auto-motivation system," employs a variety of terminals connected to a Honeywell 316 located either in or near a school. The cost per student in an educational agency is almost identical for both small and large schools or districts, Fox said. ECS' yearly systems costs start at \$25/student, depending on the extent of curricula implemented.

"Cost guidelines established during the development and validation of the mathematics drill and practice show that this amount is what local education agencies can justify for implementing a computer-assisted instruction system," Fox said.

ECS' system is designed to handle a math curriculum for students in grades one to six and an elementary English program developed by Harcourt Brace and World, Inc., for grades four to six. ECS plans to expand its system with spelling and reading programs.

Three Considerations

"Three considerations were made in designing our system. The first was to group similar programs. The second was to reduce costs by combining financial and administrative applications of the school or agency with teaching use. The third consideration was to build in a high degree of flexibility in the system so that additional equipment could be added at a 'future date,' he added.

N.Y. Education Dept. Installs CDC 3300

ALBANY, N.Y. — The New York State Education Dept. has installed a Control Data 3300 in its headquarters to handle a variety of business and scientific applications.

The CDC 3300 centralizes information processing for, an on-line, interlibrary book loan network; provides management information from a data bank on secondary schools; and processes data on a variety of scholarship, licensing and school aid programs involving all educational institutions in New York State.

Multiprogramming capabilities are provided the department through Master (Multiple Access Shared Time Executive Routine), a software system designed to simultaneously process more than one program.

License Changes in Florida

MIAMI — Starting July 1, Florida license renewal will be handled by mail through a central Florida Highway Patrol office in Tallahassee.

The system will put a computer in charge of keeping tabs on the state's drivers.

SCORE



ANCHOR HOCKING CORPORATION

Location: Ohio 43030
February 9, 1979

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Programming	11.8	22.8	4.5
Debugging	4.1	7.1	1.5
Computer Time	3.5	1.5	1.5
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SCORE'S PERFORMANCE RATIO IS 6 TO 1 OVER COMB!

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May 20, 1970

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'Tim' Retrieval Service Dropped by British Firm

By J.H. Bonnett

Special to Computerworld

LONDON — A highly publicized information retrieval service based on NCR microfilm equipment, called TIM (Technical Information on Microfilm), has been axed by its owners, the *Financial Times* (FT), a leading business paper in the UK. In operation for close to two years, the system has admitted losses of over \$600,000, while sources close to the paper put the losses as high as \$1.4 million.

With the dropping of TIM, the plans of the FT to expand further into this field have been

quietly laid to rest for at least the foreseeable future. Tim provided catalog data in microfiche form and had developed a product selector system designed for speedy access. It had installed 400 systems.

Non-Payment

The main cause for failure was the manufacturers would not pay to have their data inserted into the system. Tim was favored by the UK Ministry of Technology which has persuaded its rival system, Technical Indexes, through the Industrial Reorganization Council, to agree to

buy TIM.

Technical Indexes is now the only significant venture of this type remaining on the market though there exist increasing rumors that Lenco is about to break into the business in a big way.

Information retrieval and dissemination systems have a bitter history in the UK. The first to attract attention was Indata, a system based on IBM 360 equipment and matching user profiles against technical data. It was closed by its parent company, GKN, after significant losses.

The International Publishing Co. had a Visual Search Micro File (VSMF) system obtained from the U.S. and using VSMF facilities in Denver. After struggling for some time to service a handful of customers, it was gently abandoned with significant losses. International Publishing Co. also owns the Scan stockbroker information service and is understood to have been offering this to the *Financial Times* as part of the FT expansion plan.

Other commercial projects have been stillborn. All that remains is Technical Indexes and a small handful of subsidized institutional systems. The principal problem is that as yet UK firms do not like paying either to use or to be included in sophisticated systems.

Eurodata Fails in Bid For Machine Order

Special to Computerworld

LONDON — Eurodata's attempt to gain the \$24 million replacement order for machines used by the European Space Research Organization fared no better the second time. Eurodata is a consortium of European computer makers.

IBM as expected, was the winner with a set of as yet unspecified machines and a continuing contract for the 360/65 installed at the ESOC center in Darmstadt.

Eurodata's proposal was for an ICL 470, a Siemens 4004/35 and two CII 10070 computers—the latter being Sigma 7s built under license by the French manufacturer, Compagnie Internationale pour l'Informatique. It seems likely that the competi-

tional companies will pick up small orders to support the IBM systems on 110 work. But the likelihood of ICL gaining any significant order is small. In the first bid, ICL's share would have been \$14.4 million, and in the second round it was much smaller.

Strong pressure was exerted by French government organizations to keep the order in Europe, and French sources are criticizing the lack of a positive attitude in British government circles.

It's Cooler at the Top

Installing a 7-1/2 ton stainless steel cooling tower atop the 33-story Industrial Valley Bank Building in downtown Philadelphia would have been impossible except for lifting the tower in sections and positioning them on the roof via helicopter. Manufactured by the Blazer Corp., East Rutherford, N.J., the tower provides 400 tons of additional cooling capacity for the many computer rooms used by such tenants as IBM and Tri-Leg Associates, a computer-leasing firm.

Women's Lib, Take Note: Mrs. Lee Has the Answer

MIDDLETOWN, Ohio — An enterprising housewife and mother of three children who was an employee in the data processing field for 16 years decided nearly a year ago to enter the data processing business for herself.

Ida Mae Lee, whose husband, Noah, agreed to finance her, started her own service bureau and keypunch training school by putting three IBM machines in her basement.

Today she is the owner-manager of Lee's Data Processing and has increased operations to 10 IBM card punchers and verifiers. She employs a staff of seven women and has an additional five on the payroll who are graduates of her keypunch course.

She expects to receive more IBM equipment within four months, including an accounting machine, sorter, collator, repro-ducer, and an interpreter.

Her service bureau has 14 customers in the Ohio area. When these companies reach a peak period and a special billing or report must be out on time, they will contact Mrs. Lee. The material is picked up, keypunched, verified, and returned. It is strictly a card system.

More than 30 students have taken the keypunch course, five of whom remained on the pay-

roll. Only four students are taken at a time in order to make available machines which might be needed for service bureau customers.

Mrs. Lee stated that much overtime is involved, sometimes requiring two shifts as well as working on Saturdays and holidays, to complete a job on time. She said that her initial investment has more than tripled in less than a year.

Her IBM experience began in 1955 when she worked in the payroll department of Aeronca Manufacturing Corp. of Middletown. Later, working for Sorg Paper Co., also of Middletown, she went into keypunch and verifying work.

During 1968-69 she taught keypunching, verifying, and unit record machine work at an IBM school which prompted her to want to combine both teaching and data processing service into one business.

Mrs. Lee plans to add a course in computer programming in early June.

When asked if she had any advice for someone planning to go into a similar business, Mrs. Lee replied: "You have to have plenty of cash because you have to wait until the customer pays. You should go into business with a lot of faith and know what you are doing."

DEC Delivers 500th Computer In UK, a PDP-10

READING, England — Installations of Digital Equipment Corp. (DEC) computers in the UK recently passed 500 with the delivery of a large PDP-10 system to Manchester University, according to a report from the company's plant here.

The \$400,000 system will be used by the school in a number of applications. Among them are the control of three analog computers, computer-aided design using two interactive displays, general-purpose time-sharing, and general-purpose computation in the school's control systems center. The system provides Manchester with "one of the most powerful computing installations in the world" of the aerospace companies for research into control systems design, a university spokesman said.

Additional DEC computers at Manchester include a medium-scale PDP-7, a medium-scale PDP-9, six small PDP-8s, and two small PDP-8/Ls.



Computer With a Heart

British Leyland Motors, Leamington, N.J., featured a computer with a heart at the recent New York International Auto Show to highlight its dream car (background) designed by an IBM 2250. Both models are wearing jumpsuits combinations, with the patterns being computer-aided by Compuzone Inc., N.J. Computers aided design of the dream car by translating contours of a clay model into full-size engineering drawings used to make the fiber glass prototype.



McDonnell Automation Installs 360/85

McDonnell Automation Co., St. Louis, has installed a \$12 million IBM 360/85, said to be one of the most powerful systems manufactured for use by a computer utility providing DP services. The Model 85 has a four-million character memory and a storage capacity of 1.7 billion characters.

Italian Bank Groups Order GE-600 Series

Special to Computerworld
ROME—Orders for GE-600 series computers have been received by GE Information Systems Italia (Geisi) from banking organizations in Milan and Rome. This brings the total sales of the 600 series in Europe to over 20, others having been sold in the UK, France, Switzerland, West Germany, and Italy.

One order, from Credito Italiano bank of Milan, is for two GE-655s, believed to be the first of their kind sold anywhere and together valued at \$12 million. This represents the largest order

ever received by Geisi, and complements a previous order from the bank for four GE-425s.

Real-Time System

The new systems are to be installed with the four existing computers to extend a real time system—now under development and intended eventually to link all 300 of the bank's branches (throughout Italy) to the central system. The new systems will allow a real-time control of counter operations and will also be used for a variety of batch processing func-

tions. Each will have a 128K (32-bit words) main memory, backed by a 1.7 billion character random access memory.

Società Italiana per l'Elaborazione (Sipe) has ordered a GE-615 system, with which it intends to conduct bureau activities on behalf of its parent organization, the Banca Nazionale del Lavoro, of Rome. Services to be undertaken include management operations, such as pensions and check processing, which the bank handles for a national insurance and other clients.

London University to Get CDC 6400 Early Next Year

Special to Computerworld

LONDON—The University of London hopes to increase its penetration into the commercial bureau market with the installation of a CDC 6400 at its Bloomsbury, London center early next year.

A new conversational service based on the new 98K system is to be introduced to complement, but not replace, a conventional batch and remote entry facility offered on the university's six-year-old ICL Atlas 1.

Both services are specifically intended to exploit the commercial possibilities of software developed within the university—much of which would otherwise be lost within the framework of academic administration.

This practice has previously been adopted in marketing Atlas time and services, but has not been widely accepted by British universities although it is quite common within the American academic circles, according to Gordon, managing director of the subsidiary company which operates the commercial services. Unlike Atlas, the purchase of which was partially subsidized, the CDC computer will be entirely devoted to com-

mercial activities.

Atlas has been, and will continue to be, operated by the commercial subsidiary, but has 25% of its time dedicated to university work. The new machine, while having no ties to the university, will still be used to exploit software developed within the university—which now includes a CDC 6600 and two CDC 6400 satellites among its computing facilities. (Other machines operated for academic/research purposes by the university include an IBM 360/65, an ICL 1905E, other smaller machines, and the Atlas.)

Announces Name Change

Simultaneously with the announcement of the order for the 6400, the commercial subsidiary company has announced a change of name—from University of London Atlas Computing Service to London University Computing Services Ltd. Under this name, the company will continue to offer mainly scientific and number-crunching capabilities, passing any purely commercial work to a commercial bureau, Randax EDP Ltd., with which it has a marketing agreement.

Beckman Instruments Establishes Advisory Automation Products Unit

FULLERTON, Calif.—Beckman Instruments, Inc., producer of precision measurement instrumentation and electronic components, has formed an Automation Products Activity. The formation of this corporate group signals the development of additional capabilities in the field of computerized instrumentation data handling and analysis.

Automation Products, to be managed by Dr. Richard A. Nesbit, will function activity in three specific areas of interest. Primarily, it will operate as a corporate engineering advisory group to all company divisions on matters involving the automation of those divisions' products.

Data Reduction

The group will develop specialized data reduction systems built around both small digital computers, and commercial time-sharing computers. These systems will, for the most part, be geared directly to analyses in one of three environments: research, production, and clinical laboratories.

The new activity will develop and market a line of terminal equipment designed for operating these programs.

Automation Products will be responsible for the development of software programs for the computerized control of processes in specific industries.

Consultant Firm Opens N.Y. Office

LONDON—A solution to many computer problems, whether they be temporary overloads, abated systems through lack of personnel, or projects too expensive to develop, may be provided by Computer Complement Limited, a London-based consultant now opening a New York office. The company said it is able to undertake computer work at close to half the current U.S. rates.

Computer Complement's international charge is \$1,750 per programming month, which includes "the full resources, expertise, and knowledge of the entire British computer industry," according to the company.

Totally independent of any manufacturer, financier, or computer concern, the company said it can select the most suitable company to undertake a particular project.

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International Computer Moves to Marlboro

MARLBORO, Mass. — International Computer Terminals Corp., designer and manufacturer of computer display terminals which "think for themselves," has relocated its national headquarters and principal manufacturing facilities in the Industrial Park here, announced Jean Turiot, company president.

The SPD 10/20 (stored program display) is the first product of the organization formed in February, 1969. First production units will be delivered this summer.

The cofounders, Jean Turiot and James Upton, were members of the Raytheon "Dida-400" commercial display program. Turiot assumed responsibility for the Dida operation in 1965.

Upton, the executive vice-president, was responsible for the original concept and development of the Raytheon commercial data terminal. Subsequently he managed several major airline reservations programs within the commercial display

business area.

The SPD 10/20 is reportedly a new concept in alphanumeric display devices,

containing a general purpose stored program computer with core memory, interrupt structure, and arithmetic capability.

Sylvania Tests Mobile DP System to Maintain Current Military Personnel, Supply Records

NEDHAM, Mass. — A mobile DP system which keeps up-to-the-minute records of military personnel, supplies, and equipment maintenance status is being tested here by Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp.

Designed for the Army, the system includes an IBM 360/40, a mass memory, and maintenance and support trailers. It will be transportable in four 35-ft-long highway trailers.

Sylvania installed and is testing the DP equipment in the specially designed vans under a contract from IBM, prime con-

tractor for the Army project. Total Sylvania funding to date on the program is about \$4.8 million.

A running account of the supply and demand of field support services such as troop, stock, and vehicle count and deployment will be provided. An operational date for the system has not yet been determined, according to an IBM spokesman.

All vehicles are equipped with air suspension systems for travel over rough terrain, thereby permitting the Army to use ruggedized existing commercial equipment rather than design new computers.

Trade Shorts

RCA's Computer Systems Division has opened a new sales office in Pittsford, N.Y., to market and service Spectra 70 systems. Ralph E. Butt, district manager, said the new office will cover Rochester and surrounding Monroe County. An update N.Y. branch was opened earlier in Albany.

MAI Equipment Corp. has increased its rental charges for IBM-manufactured unit record equipment and on maintenance agreement charges effective August 1. The new rental rates remain below IBM's recently increased rates for comparable equipment, according to Joseph Barsa, MAI vice-president.

Monthly rental rates for tabulators and calculators have not been increased while MAI has reduced its rental rates for long-term leases with respect to type 407 tabulators. Purchases prices on all unit record equipment remain unchanged.

Transamerica Computer Co., San Francisco, will provide up to \$12 million to Astrodata Inc., Anaheim, Calif., over the next two years to support a portion of the leasing program for Astrodata's electronic data sorters. As part of the transaction, Astrodata will issue to Transamerica Computer warrants to purchase 250,000 shares of Astrodata stock at \$10/share. Transamerica leases computer equipment and provides system design and software programs. Astrodata manufactures computer-controlled communications systems, peripherals, and precision instrumentation.

Vanguard Data Systems, Irvine, Calif., and SRC Data Products Inc., Montgomeryville, Pa., have announced a five-year distributorship agreement to the Datacube line of key-to-tape systems made by Vanguard.

Data Network Corp., New York, has changed its name to Mega Systems Inc. to "better reflect our increased diversification due to our recent merger with Computer Sharing Inc." Mega is now able to market a wider range of services and to establish a nationwide computer service organization. Mega Systems offers specialized proprietary software applications, time-sharing service, and support service.

Ridall Associates Inc., Paoli, Pa., has opened its principal office at Station Square. Two following a move from original quarters in Pennsauken, N.J. A subsidiary of Data Systems Analysts Inc., Pennsauken, Ridall Associates will continue to offer services in management studies and information systems; business, product, and market planning and evaluation; and information storage and retrieval systems.

Com-Share Inc., Ann Arbor, Mich., has agreed with Com-Share (Canada) Ltd., Toronto, and Polymer Corp., Ontario, to expand the Com-Share time-sharing system into European markets.

Graham Magnetics Inc., Graham, Texas, a manufacturer of computer tape, has formed an international division based in Mamaroneck, N.Y., to handle orders the company is filling for foreign companies.

Troscut Computing Corp. (TCC) Austin, Texas, has agreed with Computer General Corp. for TCC to provide enhanced throughput capabilities at its Washington, D.C. branch office by the use of PowerPak, an operating system supplement developed by CGC. PowerPak offers a substantially increased throughput capability on IBM 360s when run with the DOS operating system on the Power II spooling package.

Alphametric Data Corp., Cranbury, N.J., a manufacturer of peripheral equipment, has been renamed Alphatron Inc. since the new name is "easier to use and less confusing."

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- D. Computers in Science
- E. Computers in Social Sciences
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- H. Other _____

COMMENTS

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Informatics Makes Long a VP, Treasurer

SHERMAN OAKS, Calif. — Carl D. Long has been elected vice-president of finance and treasurer of Informatics Inc., Sherman Oaks, Calif. Long has been in the corporate finance field for over 14 years. He received his B.S. degree in business administration from Austin Peay State College, Clarksville, Tenn., in 1956.

After graduation he joined GE's business training program. He then held various supervisory positions and was named manager of general accounting for appliances and distribution in Washington, D.C.

In 1964, he joined the Stanny Corp., Chicago, as assistant controller and was promoted to controller in 1966.

Long is a certified public accountant in Illinois and a member of the American Institute of Certified Public Accountants.

Other Moves

Paul Neter will join Masco Systems Group, Inc. as vice-president of education.

Graco, Inc. has named Charles F. Murphy, vice-president, research and engineering, and John S. Donnelly, vice-president, operations.

Eugene L. Baker has been promoted to vice-president of administration and personnel of Control Data Europe.

Lee D. Gallaher has been named vice-president of Data-Chicago, Inc., a wholly-owned subsidiary of Databank, Inc.

Henry Chauncy, president of Educational Testing Service, Princeton, N.J., since 1948, has been elected president of Edcom.

Jack R. Lohrey has joined Information Management Inc. as vice-president and director of marketing.

Robert D. Jacobs, formerly vice-president of marketing services for UCC, has been named president of Academy Computing Corp.

John C. Stetson has been elected president of A.B. Dick Co., Chicago.

W.R. Meisinger has been

named vice-president and general manager of Finlites, Inc., Fairfield, N.J.

Gifford K. Johnson has been elected president of American Biomedical Corp. Johnson was executive vice-president of its computer subsidiary Management Systems Corp. for the past year.

Gary B. Friedman has been elected president of Ite's Computer Leasing Division.

Robert Ebba, manager of Data Sciences department of Bunker-Ramo, has been appointed.

Executive Corner

ed senior vice-president of Casynedden, Inc.

Edward J. Shaughnessy has been named marketing vice-president of Computer Optics, Inc.

Robert O. Doherty has been named vice-president, marketing, for Automated Information Systems, Inc., Wellesley, Mass.

Peter F. Keating has joined Kennedy Computer Institute Inc. as vice-president in charge of corporate growth and development.

Georges Collet has been named executive vice-president of Complex Systems, Inc.

Robert A. Gavett has been named vice-president, administration, by Dataflo Business Machines Corp., El Segundo, Calif.

T. Matthew Sloan has been elected president of Compute America Corp., Oklahoma City, Okla.

William B. Standiford has been elected vice-president of Marine Midland Services Corp.

Eastman Dillon, Union Securities & Co. has appointed Martin A. Spar as vice-president of Information Systems & Services Division, subject to the approval of the New York Stock Exchange.

John McKeown has been ap-

pointed vice-president and general manager of Canoga Electronics Corp.

Computer Synectics, Inc., has named Dr. E. David Crockett as vice-president and director of engineering.

Ted R. Willis has been elected vice-president, engineering, and secretary of Electronic Graphics, Inc., Garland, Texas. The firm specializes in computerized design of electronic printed circuit boards.

Jack H. Flachbart has been named vice-president of Ticket Reservation Systems, Inc. Flachbart was recently with Royalmetal Corp. where he also served as vice-president of finance.

Berglund Associates, Inc., a subsidiary of Eastern Data Industries, Inc., has elected Christopher Buff as vice-president, European operations. He will direct Berglund Associates' technical and management consulting services for both U.S. and European clients from Zug, Switzerland.

Norman H. Bolstad has joined Inventory Management Systems, Inc. (IMS), as vice-president of marketing. Bolstad was president of a chain of markets before joining IMS.

Professional Data Processing Services, Inc. has promoted Ronald E. Hogan to executive vice-president and George A. Sieg to vice-president.

Alan C. Everest has been elected executive vice-president, secretary-treasurer and a director of Computer Systems Management Inc., Dallas, Texas.

Robert L. Jones is now vice-president, marketing, at On Line Computer Corp., Stamford, Conn.

Charles W. Canon has been named vice-president of Data Computer Systems, Inc., Santa Ana, Calif.

E.P.G. Computer Services, Inc. has elected Edwin L. Schmidt, corporate vice-president and general manager of the Business and Industry Division of the Bunker-Ramo Corp.

User Update

Gulf Oil Corp. has appointed three datacenter managers under its computation and communications services department. They are: E.H. Hirtung, W.E. Allison, and B.W. Root.

Alan G. Smith has been named senior consultant and project director by International Data Corp. of Newburg, Mass.

Thomas J. Houser, former computer applications specialist, has been appointed director of the computer center at Millersville State College, Pa.

Berkeley A. Tague has been promoted to head of the computer planning department at Bell Telephone Laboratories, Murray Hill, N.J.

Robert A. Smalls, manager of the Information Services Division of Stone & Webster Management Consultants, Inc. has been elected a vice-president of the firm.

Wayne Frankhauser, manager of data processing and systems at Alberto-Culver Co., has been promoted to director of information systems.

Charles D. Barkwill Jr. has been appointed marketing research and manpower development manager of A.B. Dick Co.

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Hazeltine Display System Used to Track Satellites

LITTLE NECK, N.Y. — Hazeltine Corp. has installed a computer-driven display system utilizing digital television techniques at Nasa in Maryland. The Nasa Space Tracking and Data Acquisition Network (Stadan) operation control center office said: "The display system will be used for more effectively handling the scheduling and rescheduling of all tracking, telemetry, and command operations by Nasa Stadan which presently tracks more than 40 spacecraft."

The Hazeltine system, designated Model DDG-3, is a major part of the system which stores and displays on TV monitors determination data on every un-manned satellite in orbit and

stores data for all Nasa remote stations. This information is necessary to conduct any scientific experiment or to communicate with any satellite.

The Model DDG-3 display system accepts digital data from an IBM 360/95 computer and from operation data entry keyboards, query panels and light pens and produces 20 different and independent high resolution alphanumeric and graphic displays, some at remote locations. A repository of 256 characters, all programmable in size and font, is included.

Hazeltine digital television equipment is also in operation at Cape Kennedy and will soon be implemented at the Mission Control Center, Houston.

Orders and Installations

International Computers Limited (ICL) System 4-70 computers have been ordered by two separate local authorities, in London and in Coventry, England. One order is from the London Boroughs Joint Computer Committee which represents the computer interests of the London boroughs of Berksley, Greenwich, and Southwark. The second 4-70 will form the center of a \$1.8 million computer project for the City of Coventry. British Rail has ordered two ICL 1904A computers for centers at Crews and Peterborough to add to the previously installed ICL 1906 computers.

Redman Heenan Froude, a Worcester, England, engineering company, has ordered a mini-

computing system from Honeywell Ltd. that will log, analyze, and plot up to 900 different readings for 2,500 individual tests applied to its engineering products. The H316 system is valued at \$43,000.

Webster Computer Corp., Danbury, Conn., has received eight orders for its DOS machine utilization reporting system. The orders are from Black & Decker, Md.; Brown Bros. Harriman & Co., N.Y.; Ceveco Services, N.Y.; Wachovia Bank & Trust Co., N.C.; Post Marwick Mitchell & Co.; Sunset House, Calif.; Travenol Laboratories, Inc., Ill.; Chubb & Son, Inc., N.J.

Management Research International, Inc., Austin, Texas, has ordered a \$2.6 million CDC 6400 system, equipped with CDC's Kronos time-sharing system, to expand the firm's information service business.

Atlantic Software Inc., Philadelphia, Pa., and Programming Methods Inc., New York City, have received the following orders for the Score Cobol program, generator/information retrieval and reporting system: Anchor Hocking Corp., Lancaster, Ohio; Burlington House, Burlington, N.C.; U.S. Department of Housing and Urban Development, Washington, D.C.; Mohawk Data Sciences, Herkimer, N.Y.; Remington Arms, Bridgeport, Conn.; and the School District of Philadelphia, Pa.

Shell Mex and B.P. Group, a British oil marketing company, has ordered a Univac 1106 to augment a Univac 1108 system, which the company is currently using. The Univac 1106 will have a 196,000 word main memory, 262 million characters of random access storage, 12 magnetic tape units, two high-speed printers, two paper tape readers, and a Univac 9300 computer system.

The following companies also ordered Univac 9300 systems: Connprint, and the Bankstown Municipal Council, both of Australia; Marusi Department Store, and Tsukamoto-kyogyo Co., both of Japan; and Satellite Computer and Communications Systems, Ltd., of Hamilton, Ont.

The following companies also ordered Univac 9300 systems: Pennsylvania National Mutual Casualty Insurance Co. of Harrisburg, Pa., and the Data Center Division of Leaseway Transportation Corp., Cleveland, Ohio, have ordered Burroughs 83500s. The insurance company uses the system for general

ledger and cost accounting systems, external and internal statistical requirements, and policy writing and rating. The Data Center Division of Leaseway Transportation Corp. will be used for financial, equipment and statistical records.

Univac has received several recent orders and installations for its 9000 series computer systems. Brotherhood Mutual Insurance Co., Fort Wayne, Ind., installed a Univac 92-II system at its headquarters in Philadelphia, Pa. The following companies have ordered 9200s: The Federal Land Bank of Houston, Selmore Window Manufacturing Co., Buffalo, N.Y.; McArthur Dairy of Florida; Southwest Grease & Oil Co., Wichita, Kan.; Friends University, Wichita, Kan.; The Patterson, N.J., Board of Education; Kirkhill Inc., of Los Angeles; and Youthcraft Coats and Suits Inc., Kansas City, Mo.

An International Computers Limited 1902A computer and a number of visual display units have been ordered by the Government of Fiji. The 1902A will be installed at Suva, the capital, to perform a wide range of statistical, accounting, and controlling applications. ICL 1904A computers have been ordered by two mining companies, Mount Isa Mines in Australia, and the Bolden Co. of Stockholm, Sweden.

Ampex Corp. of Culver City, Calif., delivered core memories to Marconi Elliott Computer Systems Ltd. of Great Britain under a \$1.3 million contract. Ampex has also begun delivery of core memory stacks under a \$1.1 million contract from Data General Corp.

Carte Blanche has ordered a RCA Spectra 70/55 computer to handle its increasing accounting and billing load. The \$1.6 million new system will replace two second generation computers at the company's international headquarters in Los Angeles.

International Communications Corp. (ICC) of Miami, Fla., received an order from Lufthansa Airlines by ICC's international affiliate, Rascal-Milgo Ltd. of England. The Lufthansa order includes more than \$750,000 in high-speed modems to provide the data transmission links for Lufthansa's international seat reservation system.

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Computer Response Corp. Opens Management Center

WASHINGTON, D.C. — Computer Response Corp., headquartered in Washington, D.C., recently held the grand opening of its Lancaster, Pa., systems management center, at 1585 Commerce Drive.

The company's services include high-speed remote computing time-sharing, systems management, consulting and programming services, and computer-erated educational services. Computer Response Corp. has its IBM 360/40 installed in the Lancaster center, as well as an IBM 360/67 in Wilton, Conn., and a Univac 1108 in Washington, D.C.

Computer Response Corp. also maintains branch sales office locations in Atlanta, Philadelphia, Pittsburgh, New York, Hartford, and Boston.

Other Expansions

Community Computer Corp. has opened an engineering and manufacturing firm facility. The new plant, in the Fort Washington Industrial Park in suburban Philadelphia, will serve as temporary quarters while the company's own building is being constructed there.

Princeton Time Sharing Services, Inc. opened a sales office and regional data center in the IVF building at 1700 Market Street, Philadelphia. The new facilities are equipped with conventional time-sharing terminals, as well as with an IBM 2780 high-speed remote job entry terminal.

Binary Control, Inc. and its subsidiary, Binary Educational Services, have opened a new office at 300 Hempstead Turnpike, West Hempstead, N.Y. Both organizations were formerly located in Garden City, N.Y.

Computer Assistance of Milford, Inc. opened an office at 1324 Boston Post Road, Milford, Conn. The company will service all computer users in the Fairfield, Litchfield, New Haven, Middlesex, New London, and Windham counties. Services of Computer Assistance include management advisory, implementation, systems engineering, special management, and pre-programmed application search and sales.

Tel-Tech has moved to a new building in Rockville, Md., which has twice the space of the company's original quarters. The new Tel-Tech facilities provide 40,000-sq-ft of space and are at 11810 Parklawn Drive. Expanding West Coast demand for the products of Tel-Tech Corp. has led to the opening of a new district sales office and service office in Los Angeles. The new office is at 5410 Manchester Ave.

Beta Instrument Corp. of Newton, Mass., has opened its North Central regional office in Chicago. The company, which manufactures precision display equipment and computer output microfilm systems for information display, storage, and retrieval, has two other regional offices in N.Y. and Los Angeles. With the opening of the new

office Beta now has complete sales and service representation in the three major sections of the country.

Fairchild Semiconductor of Mountain View, Calif., has reorganized its Southwest regional sales force by establishing a new regional sales headquarters in Orlando, Fla., and by opening a branch sales office at Suite 203, Cates Plaza, 375 Pharr Road, N.E.

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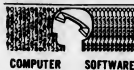
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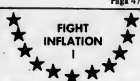
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Required experience: Commercial/financial data programming in FORTRAN or ALGOL; degree in mathematics or statistics. Desired experience: design and implementation of programs and models for conversational and time-shared use.

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Creativity, self-reliance and orientation to both hardware and software are prime essentials, as well as ability to serve as liaison between vendors and applications programmers. Required experience: expertise in 8350-85500-86500 or S/360 operating systems, compilers and applications support software for systems maintenance and development of data management software and conversational language compilers; 2-3 years of systems programming; knowledge of ALGOL and COBOL or ALGOL/ALGOL. Desired: degree and supervisory experience.

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Required experience: total communications installations, network design, terminal analysis, systems analysis and programming for front-end communications processing; minimum 2-3 years in hardware and software, using advanced languages and operating systems. College degree, supervisory experience and ability to represent clients in nationwide communication systems are essential.

TRAINING ANALYSTS

Degree, professional teaching experience, technical writing skill and ability to coordinate Division education projects are key requisites. Required experience: developing and conducting data processing training programs and classes; strong systems and programming background.

STANDARDS ANALYSTS

Required experience: degree plus systems analysis and programming, using advanced languages and third generation software systems; developing and implementing data processing standards for documentation, analysis, programming, operation and production control; involvement in production operations.

Contracts

Systems and Software Corp., Tampa, Fla., has received a contract from Seed-Stout Growers, Inc. to convert a fully manual record system into a data processing system that uses on-premise terminal computers with real-time access to the computing power of a central processor.

Babson's Reports Inc., Wellesley, Mass., has awarded a contract to John D. Hurley Inc. to install a computer to update the portfolios of its clients, perform accounting functions, and perform comparative analyses for the research department.

General Services Administration has contracted Wang Laboratories, Inc. for a potential sale of \$4,455,600 if the federal agencies purchase according to previously indicated requirements.

Computer Sciences Corp. has received a contract valued at more than \$1 million from the Nevada Operations Office of the Atomic Energy Commission. The contract calls for Environmental Research, an operating unit of CSC, to continue providing the AEC's Nevada Operations Office with predictions of the ground motion to be anticipated from the government's underground nuclear testing program.

Hazeltine Corp., Little Neck, N.Y., has received a letter contract from the Air Force Aeronautical Systems Division for the production of AN/APX-64 Identification Friend-or-Foe transponders. The contract is valued at a maximum obligation of \$500,000.

Viatron Computer Systems Corp. has signed a \$1.25 million contract with Motorola Inc. to purchase solid state video display units.

Visual Electronics Corp. has been contracted by the Cam-

bridge Electron Accelerator Center for the purchase of four 55 kw amplifiers to be combined for use in high-energy physics studies. The program is being financed by the Atomic Energy Commission, and the accelerator facility is jointly operated by MIT and Harvard.

Maxson Electronics Corp. has received a \$5,069,000 contract from the U.S. Army Munitions Command, Edgewood Arsenal, Md., for the production of XM-74 rockets. Under the contract the U.S. Army also has the option to purchase up to 50% more XM-74 rockets.

A third contract to provide computer software systems services to the U.S. Office of Education has been negotiated by Infodata Systems, Inc., Webster, N.Y. The contract, for \$30,000, calls for Infodata to maintain, produce, control, and schedule services for the Office of Education Interim accounting systems.

Instrument Systems Corp. has received six additional contracts totaling \$500,000 to provide passenger rest control units for the aircraft entertainment and service system of six airlines which are purchasing Boeing 747s.

Computer Entry Systems Corp., Silver Spring, Md., has entered into a long-term OEM agreement with Data Printer Corp., Cambridge, Mass., to purchase its fully buffered medium-speed line printers.

C3, Inc.'s, Detroit Branch has been awarded a contract by Federal-Mogul Corp. for the system definition and implementation of its Service Inventory Management Parts Locator System (SIMPLS). The system will use CRT's on-line for inventory control at F-M's Coldwater warehouse facility.

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May 20, 1970

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Poor First Quarter Showing

Norris Foresees Substantial Drop in CDC Earnings

Special to Computerworld
ST. PAUL, Minn. — President William C. Norris had little good news on prospects of earnings improvement during fiscal 1970 at the Control Data Corp.'s annual meeting. He said earnings would be "off substantially" from 1969, although the final two quarters of the year should show sales improvements in large-scale computers.

Norris also confirmed an information leak in a trade journal from a government source that Control Data will deliver its first super-scale Star computer in late 1971 to the Lawrence Radiation Laboratories.
The Bloomington, Minn. based computer maker had a poor first quarter this year when earnings plunged to \$1,678,000 or 9 cents a share from \$16,572,000

or \$1.13 a share in the comparable period of 1969. Declining sales of large computers to the government and aerospace industry are responsible for the earnings downturn, Norris said. He said the common stock dividend will be omitted until earnings improve.
Norris said the 1971 earnings picture will depend on the condition of the economy, which he

said is too uncertain to predict at the current time.
Control Data will increase its technical spending this year by \$20 million to \$170 million. About 60% of the spending or about \$102 million will be used for developing new products and improving existing ones, according to Norris.
The president emphasized that the company will continue its current strategy of concentrating on large computer systems with supporting roles for medium- and small-sized computers.
"Medium-size and smaller computers are very important to Control Data, especially in the role of supporting large computers. . . . The demand for our smaller computers continues to be relatively good although there has been some softening over previous months," said Norris.

arrangement.
Although the company expects an unprofitable year from its computer business, Commercial Credit is expected to better its 1969 earnings of \$34,845,658. Cost cutting and corporate reorganization are being initiated to improve the company's efficiency in troubled economic circumstances, Norris said.

Plants Closed

The company has closed assembly plants at Fairbairn, Minn., where more than 200 were employed, and at Melville, N.Y., where 190 were employed. Some of the Melville employees were transferred to other plants.
"In my judgment we have not unduly scarified the future with our cutbacks even though we have in process reductions in marketing, research and development, and other areas which go somewhat farther than those reported in the annual report," said Norris.

The company reorganization resulted in the creation of a four-man executive committee headed by W.R. Key, executive vice-president. Also members are Norris, R.D. Schmidt, senior vice-president, and H.H. Hammer, vice-president.

Members of the executive committee have divorced themselves from operational duties and now devote full time to the top managerial activities of the corporate office," said Norris.

Norris also announced that the company's 7600 series of large computers should be ready for initial shipments to customers within eight months. The 7600 has been developed over an eight-year period at a cost of \$60 million.

The company's large-computer strategy will be focused this year on the hospital-medical market. It also intends to emphasize the marketing of super computers in "fractional computer" sales. A new data service called Cyberpak will offer discounts to customers guaranteeing high-volume use.

"Under the fractional computer plan, the customer can utilize his share of the computer by taking it over with his own employees, or he can buy the time and Control Data will furnish the operating people as well as the computing power," said Norris.

RCA Domestic Shipments Nearly Double; Sarnoff Cites Emphasis on Computers

NEW YORK — RCA plans to become the other computer company.

Speaking to shareholders at the company's recent annual meeting, RCA Chairman Robert W. Sarnoff said that if the industry pattern continues, the company's scheduled deliveries this year should move RCA from fifth largest mainframe manufacturer, as it was last year, to number two, behind IBM.

Sarnoff said that domestic shipments of computers nearly doubled in the first quarter of 1970. RCA's schedule of domestic shipments this year will account for slightly more than 7% of the projected industry total, he noted, as against 3.7% in 1969.

He added that no company other than IBM has achieved such a high share of the market during the past five years. As a

further indication of growth, he cited a threefold increase in the number of new computer accounts obtained by RCA in the first quarter of 1970.

In a discussion of recent business trends, he said that RCA's earnings in the first quarter were depressed by a number of adverse factors, including a decline in consumer buying intent, tight money, and a consistent rise in the costs of doing business.

"The economic climate presently remains uncertain, but hopefully will improve as inflation rates fall, social security payments rise, and the surtax is removed," he said. "If so, we can anticipate a modest return of consumer confidence and increased spending, with most of the impact beginning to be felt late in the year."

Les Venable

Sarnoff told the shareholders

that RCA is undergoing basic changes in order to give greater emphasis to its growing computer business and its diversified services.

He said RCA should become less vulnerable to fluctuations in the economy "as it develops a wider and more balanced range of activities, pointing out that it has already moved a long way toward becoming a fundamentally different company."

"Until recently," he said, "our business had been largely oriented toward the consumer products market. It derived the most substantial part of its volume and profit from the sale of electronic home entertainment instruments and from radio and television broadcasting. . . ."

"It has become apparent, however, that some of our principal established business are reaching maturity, and that a continuation of RCA's growth and profit momentum can best be assured by creating new business opportunities."

"Broadcasting and color television manufacturing should continue to generate substantial volume and profit for years to come, but the era of their most vigorous expansion has passed."

Growing Need

Sarnoff said that the 1970s will bring growing worldwide need for advanced systems to gather, communicate, and process information for all uses, and he added that, there will also be an accelerating demand for new and diversified services for a society with more leisure time.

"It is our goal, and we are well on our way to its attainment, to make RCA a major multinational industrial enterprise doing business principally in computer-based information systems and diversified consumer and commercial services," he said. "While we intend to maintain a leading position in the consumer electronics products market, we expect this activity ultimately to account for a lesser share of RCA's total volume and profit."

He noted that RCA's new structure reflects the greater emphasis that has been given to the capabilities as a systems-oriented company and to its growing computer business. It

Peripheral Equipment

The bright spots of the company's current condition are sales of peripheral equipment to other manufacturers and the growth of customer engineering services.

Norris expects peripheral equipment sales to exceed company forecasts during 1970 although profits are down due to competitive price pressure.

He predicted "that the company's Cybernet Data Service centers will become profitable on a worldwide basis in 1970. The profit area would have come earlier, Norris said, except for declining sales of large computers closely related to data services."

The company has invested more than \$50 million in Cybernet.

Control Data's takeover of Commercial Credit Co. in 1968 is paying dividends to the firm as a source of earnings, Norris reported.

"Commercial credit was faced in 1969 with greatly increased costs of money which it borrows to use in its finance operations. Nevertheless, it has achieved a more profitable operation than in 1968 and appears headed for a good year in 1970," said Norris.

During the last year, Norris said, Commercial Credit completed plans to finance all of Control Data's short-term computer leases and to introduce a new long-term computer lease

Sperry Rand Revenues, Earnings Hit Record High

NEW YORK — Sperry Rand Corp. has reported record revenues and earnings for its fiscal year ended March 31, 1970. Earnings were \$81,014,000, or \$2.37 per share, compared with \$77,036,000, or \$2.26 per share last year. Revenues increased to \$1,755,443,000 from \$1,740,000 last year. Revenues and earnings for the quarter ended March 31 were also the highest ever recorded for any quarter in the history of the manufacture of computers, office equipment, electronics, hydraulics, farm equipment, and consumer products. In that quarter, earnings were \$24,281,000, or 71 cents per share on revenues of \$508,983,000. These results compare with earnings of \$23,675,000, or 69 cents per share, in last year's first quarter on revenues of \$445,679,000.

"For the full year, substantial gains in the revenues of the company's Univac data processing equipment line and the continued high level of sales of computer hydraulics and New Holland farm equipment products were the major factors account-

ing for the improvement. Another key factor was a strong overseas market, which accounted for 30% of total worldwide revenues last year," reported J. Frank Forster, president of Sperry Rand.

"Other company operations during the year were comparable to the prior year with the exception of the marine and aerospace segments, which were affected by lower government expenditures and a slowdown in delivery of commercial jetliners, and the company's office equipment segment, which was affected by lengthy strikes at two locations," Forster added.

Backlog at the close of the company's year was approximately \$1,230,000,000, up 8% from the year earlier. The backlog of commercial business was up 18%, and represented 72% of the total.

Based on this record backlog, and the rate of incoming orders in recent months, Forster said he is optimistic for company growth and improvement in the company's operations "despite present economic uncertainties."

UCC's First Quarter Results Show Increases in Revenues and Net Income

DALLAS — University Computing Co. has reported increases in revenues and net income for the first three months of 1970 over the same period last year. UCC net income for the first quarter was \$4,206,000, or 61 cents per share. Revenues amounted to \$37,000,000.

For comparison, net income for the first quarter last year was \$3,700,000, or 56 cents per share, based on a pooling of interest

basis, amounted to \$3,690,000 on restated revenues of \$19,000,000, or 56 cents per share.

UCC's 1970 first quarter results "reflect good increases in revenue in all sectors of the company's primary business portfolio," UCC President Charles J. Wyly Jr. He noted that "revenues from UCC computing services and products increased appreciably."

More at Stake Than One Company

Make-or-Break Questions Cloud Viatron's Future

By Michael Merritt

CW Staff Writer
You could make lots of money selling low-priced EDP systems to thousands of small businessmen across the country. But at the same time, you would be helping these small businessmen, saving them money. And at the same time you would be creating a new industry.

Viatron, above all, is concerned with making lots of money. Whether they do it or not is a question of some concern. But more important than the success or failure of one rather small company is the effect that company can have on the thousands of small businessmen, and its effect on a valuable potential industry.

Whether Viatron makes it may well determine or indicate the success of any effort to make use of computers as widespread as use of telephones or automobiles.

Some of the Questions

In the last month Viatron has increased its prices, laid off 300 employees, gone out of the rental business, and increased its production rate by an undetermined amount, as well as begun subcontracting terminal production and announced plans for a line of OCR equipment.

These actions all have complicated implications. For Viatron's concept to work there must be volume production; nobody—even at Viatron, probably—is really sure how the price-demand curve moves, so nobody is really sure what effect the price increases will have.

No longer renting is simply making *de jure* a *de facto* situation, since Viatron's policy for the last several months has been to fill sale orders rather than rental agreements.

There are only 400 terminals out on rental, of a total of about 1,500 in the field. This company action, however, merely shifts the burden of carrying rental paper onto the dealers, so that leasing costs are still a factor in the marketing system.

The shift to the dealers though, will certainly have an effect on their attitude toward pushing Viatron.

The layoffs must direct effort corporate success. Viatron President Edward Bennett has estimated that, considering overhead, the layoffs will save the company \$8 million a year.

Viatron certainly needs cash, and this is one good way to find it—"get out the fat" as Bennett likes to say.

But it is an odd action for a company that should be expanding rapidly, especially in production.

Eight million dollars works out to \$27,211 per person, a rather high figure which indicates that there is a good deal of overhead fat to get out, and the massive layoff shows that the company has kept less than adequate check on its rapid growth.

Introducing new products has disturbed dealers who simply want delivery on the products Viatron has already announced, and the slow growth of production rates throws a cloud of doubt first on Viatron's ability as a manufacturing rather than a development company, and more importantly on the validity of the concept.

These doubts will, hopefully, be resolved soon by an increased shipping rate, using subcontractors, and black ink on the bottom line, using the lay off savings.

Price Increase

Viatron raised prices on two modules of

the System 21. Most importantly, the Viatron recorder doubled from \$196 to \$384. Almost every terminal is ordered with two of these units, so almost every terminal now costs \$376 more.

In addition, the 2101 microprocessor price was raised to \$1,640 from \$960. These moves alone raise the sale price of the minimal configuration—the "539 of a minimal terminal"—from \$1,872 to \$3,320.

It also brings the cost of the small microprocessor within less than \$100 of the cost of the 2111 microprocessor, which offers many more features, including improved communications ability.

This move would seem, then, a way of phasing out the 2101 while still keeping it in the catalog; after all, why should anyone get the 2101 when for only \$388 more...

The average unit going out the door before the increases cost about \$4,500, the company said. The tape increases bring that to \$4,900.

Almost no terminals have been going out with the 2101; it was unprofitable. The price increase won't increase its sales any. So what we have in effect is a price increase of about 9% on the average system.

In the short term it won't have any effect on sales. As Bennett says, "I can sell as many terminals as I can make," which is a comment on the company's fantastic file of letters of intent as well as on Viatron's current inability to make really large numbers of terminals.

However, assuming that some time in the future Viatron develops enough production capacity to work through its backlog, the price increase will have an effect. And by that time Viatron probably will have competition, domestic or Japanese.

There will, be some small businesses, however many, that could save money on a \$4,500 terminal and would lose money on a \$5,000 terminal. Just that many more small people will be frozen out of EDP use.

Lock-Up

Viatron likes to view its market development as a highly integrated system. The terminal is the entry to the market. From the terminal, users move up to the Vi-

tron minicomputer, which is uniquely suited to input from the terminals.

The low-priced OCR equipment is the beachhead to the other important aspect of commercial EDP, unit record.

Both the terminal, with its Viatron, and the OCR equipment, with its Viatron, lock the user into a Viatron system, and into the Viatron computer. (The company is called Viatron Computer Systems; from the beginning, apparently, they had bigger ideas than just selling terminals.)

Interestingly, Bennett estimates that the gross manufacturing profit margin, which runs about 50% on the terminal, will be 80% on the computer and 90% on the OCR equipment.

This strategy for empire, however, because it is so highly interrelated, has forced Viatron to develop new products at a furious pace, much faster than profits can support or normal business prudence would dictate. If Viatron is to become the "industry standard in five years," the company is going to have to move and sell like nothing anyone has ever seen in the computer field, or anywhere else.

You have to lock people in before they have any other choice—a risk IBM about that strategy—and if Viatron can't make a roaring success of its high profit items, the dreams of empire will remain just dreams.

So the need for development, for hoop-la, has forced Viatron to slight other aspects of corporate development.

So far Viatron has lost about \$15 million. Because of lagging production, the dealer network is untended, and the dealers are going to be of great importance, as we shall see. The layoffs indicate that management control is only just beginning to tighten up.

And the need for large amounts of capital has turned management concern toward the financial community rather than toward the user who is going to have to buy the product.

Advertising in *Computerworld* and *Datamation*, and being written up in *Forbes* and *Business Week* is not the way GM sells cars.

Next time we will talk more about these problems, and in particular about the reactions of some Viatron dealers, and about what may be Viatron's biggest headache, that old catchword, credibility.

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- *** SOURCE LANGUAGE DEBUG MODULE

BENEFITS!

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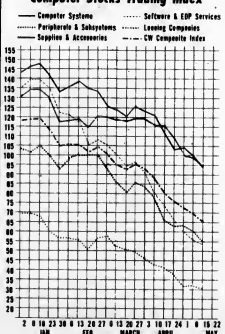
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ALEXANDRIA, VA. 22314

Computer Stocks Trading Index



BASE FOR EACH TRADING INDEX: 100 as of 3/1/69

Computerworld Stock Trading Summary

NEW YORK AND AMERICAN STOCK EXCHANGE CLOSING PRICES, FRIDAY, MAY 15;
OVER THE COUNTER AND NATIONAL STOCK EXCHANGE, THURSDAY, MAY 14

SUPPLIES & ACCESSORIES				WEEK		WEEK	
EXCH	1970 CLOSING	PRICE		NET	PERCENT	PERCENT	
	RANGE			CHANGE	CHANGE	CHANGE	
N	135-9	10 1/2	ADAMS-WILLIS CORP.	- 5/8	- 5.62		
O	21-14	14	BALTIMORE BUS FORM	- 1	- 6.67		
A	25-8	8 1/2	BARRY WRIGHT	- 1	- 15.92		
A	35-21	27 1/4	DATA DOCUMENTS	- 7/8	- 31.78		
N	19-12	12 5/8	ENNIS BUS FORMS	- 1/2	- 3.61		
A	17-8	10	GRAPHIC CONTROLS CORP.	- 1	- 10.00		
N	16-63	63	HENKHOE	+ 1 1/4	+ 1.55		
N	11-18	90	IBM COMPANY	- 1	- 4.20		
O	38-11	31 3/8	MOORE BUS FORMS	- 2 1/2	- 7.18		
N	42-22	25	NABUSH CORP.	- 1	- 4.00		
O	48-50	51	REYNOLDS & REYNOLD	- 1 1/2	- 2.50		
O	30-23	24	STANDARD REGISTER	- 1	- 3.00		
N	39-25	25 1/2	LANCO	- 2 3/8	- 7.69		
N	30-11	12 1/4	WARREN MAGNETICS	- 1	- 7.55		
O	41-31	31 1/2	WALLACE BUS FORMS	- 1/4	- 0.79		

COMPUTER SYSTEMS				WEEK		WEEK	
EXCH	1970 CLOSING	PRICE		NET	PERCENT	PERCENT	
	RANGE			CHANGE	CHANGE	CHANGE	
N	172-117	122 1/4	BURROUGHS CORP.	- 2 5/8	- 2.10		
N	37-18	17	COLLINS RADIO	- 1 1/2	- 8.11		
N	122-37	41 7/8	CONTROL DATA CORP.	- 3/4	- 1.76		
A	128-18	74 1/4	DATA EQUIPMENT	- 1	- 1.30		
N	11-9	9 7/8	ELECTRONIC ASSOC.	- 1/8	- 2.17		
A	14-6	6	ELECTRONIC ENGINEER	- 1/8	- 1.88		
O	39-27	27 3/8	FOUNDRY	- 2 1/2	- 8.37		
O	42-13	16	GENERAL AUTOMATION	- 1	- 4.00		
N	77-64	64 5/8	GENERAL ELECTRIC	- 2 5/8	- 3.79		
N	45-31	33 1/8	HEWLETT-PACKARD CO.	- 1 3/8	- 3.99		
N	132-103	106 7/8	HONEYWELL INC.	- 8 7/8	- 7.67		
N	187-763	770 3/4	IBM	- 19 1/4	- 6.64		
N	86-54	56	ICC	- 4 1/2	- 7.64		
N	34-21	22 1/4	RAYCO	- 2 1/8	- 6.72		
O	38-10	21 3/8	RETHRON CO.	- 1	- 4.47		
O	8-2	3 1/4	SCI. CONTROL CORP.	- 1	- 25.93		
O	40-24	29	SPIRY RAND CORP.	+ 3/8	+ 1.31		
A	48-17	20	SYSTEMS ENG. LABS	- 1 7/8	- 8.27		
N	29-15	16 1/2	VARIAN ASSOCIATES	- 1 1/8	- 6.18		
A	31-74	77	WANG LABS	- 2 3/8	- 8.09		
N	115-76	80 3/4	XEROX CORP.	- 2	- 2.42		

LEASING COMPANIES				WEEK		WEEK	
EXCH	1970 CLOSING	PRICE		NET	PERCENT	PERCENT	
	RANGE			CHANGE	CHANGE	CHANGE	
O	8-5	5	BANISTER CONTIN	- 1	- 16.67		
O	24-14	14	BOOTH COMPANY	- 2 1/2	- 19.51		
O	4-4	4 3/4	BRENNAN COMP.	- 1/4	- 5.56		
O	18-4	4	COMPUTER EXCHANGE	- 1/2	- 11.11		
O	15-4	4 1/4	CYBER-TRONICS	- 1/4	- 6.25		
O	32-7	7 3/4	DATA MFG. & G.	- 1 1/4	- 18.75		
O	8-4	4 1/4	DATON RENTAL	- 1/4	- 5.56		
O	24-12	12 1/2	DATA RESEARCH	- 1 1/2	- 10.69		
O	8-4	4 1/4	DIGILOG CORP. LEAS.	- 1/4	- 6.25		
A	10-5	5 3/4	DATA INC.	- 5/8	- 11.63		
A	20-9	10 1/8	GRANITE INC.	- 3/4	- 26.36		
O	4-6	7	GREYHOUND COMPUTER	- 1/4	- 3.45		
O	30-11	11 3/4	LEASCO DATA PROD.	- 1/4	- 5.00		
O	5-3	3 1/4	LECTRO COMP LEAS	- 3/8	- 10.74		
O	15-4	4 1/4	LEASCO DATA PROD.	- 1/4	- 5.00		
O	3-1	1 1/4	LINC DATA INC.	- 3/8	- 20.00		
O	4-1	1 3/4	MANAGEMENT ASSIST	- 1/8	- 5.26		
O	4-5	5 5/8	NEARBY LEASING	- 3/8	- 6.25		
O	4-3	3 3/8	SYSTEM CAPITAL	- 1/8	- 3.23		
O	18-12	12 5/8	USX LEASING	- 1 1/2	- 10.62		

PERIPHERALS & SUBSYSTEMS				WEEK		WEEK	
EXCH	1970 CLOSING	PRICE		NET	PERCENT	PERCENT	
	RANGE			CHANGE	CHANGE	CHANGE	
N	62-27	30 1/4	ADDRESSOGRAPH-MULT	+ 1/8	+ 0.41		
N	15-4	4 5/8	ALPHAMEDIA	- 1/2	- 9.76		
N	48-17	18 5/8	AMPEX CORP.	- 1/8	- 3.25		
A	34-8	8 5/8	ASTRODATA	- 1/8	- 14.75		
N	6-6	6 1/4	BOLT-BERASK & H.W.	- 1/2	- 7.61		
N	14-7	7 1/8	BUNKER-WANO	- 1/4	- 8.45		
O	33-13	16 1/8	CALCOMP	- 1/8	- 10.27		
O	13-4	3 3/4	CONTECHNICS	- 1/2	- 8.00		
O	12-6	5 5/8	COLORGRAPH	- 1/8	- 1.92		
A	36-16	15	COMPUTER COMMUN.	- 2 1/8	- 14.29		
A	17-4	4 1/8	COMPUTER EQUIPMENT	- 1/8	- 14.58		
O	28-17	19	COMPUTER	- 1/8	- 4.00		
A	25-12	11 1/4	DATA PRODUCTS CORP.	- 1/2	- 3.64		
O	24-9	9	DATA TECHNOLOGY	- 3/4	- 34.78		
O	13-5	5 1/2	DIGITRONICS	- 1/4	- 24.54		
O	40-15	16	ELECTRONIC P & H	- 2 1/4	- 12.53		
O	8-4	4 1/4	FABRILECT	- 1/4	- 16.67		
O	17-4	4	FARRINGTON MFG.	- 1/2	- 11.11		
A	62-26	28 5/8	INFORMATION SIS.	- 1 1/4	- 16.87		
A	87-23	26 7/8	MARSHALL INDUSTRIES	+ 1/8	+ 4.37		
O	8-4	4 1/4	PARALECT	- 1/4	- 24.54		
N	87-37	47 7/8	MONARK DATA SCI.	- 1/2	- 11.37		
O	52-16	16	OPTICAL SCANNING	- 5	- 23.81		
O	17-4	4 1/4	PHOTON	- 1 1/8	- 14.29		
O	4-1	1 3/4	PHOTO-MAGNETIC SYS.	- 1/2	- 22.22		
A	62-26	28 5/8	POTTER INSTRUMENT	- 5/8	- 11.57		
O	25-12	13	PRECISION INST.	- 1	- 7.14		
O	87-28	27	RECOGNITION EQUIP.	- 1	- 3.47		
O	34-12	11 1/4	RICOH CORP.	- 3/4	- 11.47		
N	29-11	12 1/4	SANDERS ASSOCIATES	- 1 3/4	- 9.96		
O	53-10	10	SCAN DATA	- 1/4	- 24.08		
O	25-12	10 1/2	TALLY CORP.	- 3	- 22.27		
N	23-3	16 1/8	TELETYPE	- 1 1/4	- 14.94		
O	50-9	9 3/4	VIATRON	- 5 3/4	- 37.10		

SOFTWARE & TOP SERVICES				WEEK		WEEK	
EXCH	1970 CLOSING	PRICE		NET	PERCENT	PERCENT	
	RANGE			CHANGE	CHANGE	CHANGE	
O	6-2	2 1/4	ADVANCED COMP TECH	----	----	----	----
A	24-4	4 5/8	APPLIED DATA RES.	- 1/8	- 2.17		
O	18-5	5 1/4	APPLIED LOGIC	- 1/4	- 5.45		
O	8-2	2	ARIES	- 1/8	- 5.88		
O	47-26	29	AUTOMATIC DATA PROC.	- 3/8	- 3.1		
O	14-7	7	AUTO SCIENCES	- 1	- 12.50		
O	8-3	3 1/4	BRANDON APPL. SYS.	- 1	- 25.00		
O	3-1	1	COMPUTER AGE INDUS.	- 1/2	- 33.33		
O	4-4	4 3/4	COMPUTER APPL.	- 1/8	- 4.76		
O	14-4	4	COMPUTER ENVIRON.	- 1	- 20.00		
N	10-3	3	COMPUTER INDUS.	----	----	----	----
O	13-4	4 1/2	COMPUTER NETWORK	+ 1/2	+ 12.50		
O	15-6	6 1/2	COMPUT. PROPERTY	- 1/4	- 6.90		
O	24-12	12 1/2	COMPUTER SCIENCES	- 1 1/4	- 10.00		
O	8-4	4 1/8	COMPUTER USAGE	- 7/8	- 15.22		
O	9-7	7 1/2	COMPUTING & SORT	- 1 1/2	- 14.63		
O	9-3	3 1/4	COMWARE	- 3/4	- 18.75		
O	14-5	5 1/4	CONSIG.	- 1/4	- 9.09		
O	3-1	1 1/4	CONSUL. ANAL. CENT.	- 1/8	- 6.90		
O	24-6	6 3/4	DATA AUTOMATION	- 1/2	- 6.90		
O	12-3	3 3/4	DATA PACKAGING	- 1/4	- 6.90		
O	6-2	2 3/8	DATAATION SERVICE	- 1/4	- 9.52		
O	4-2	2	DIGITEC	- 1/4	- 12.50		
O	13-6	6 1/4	EDP RESOURCES	- 1	- 3.70		
O	14-4	4 1/8	SCIENTIFIC RESOURCES	- 3/4	- 14.63		
O	161-54	54	ELECTRONIC DATA SYS.	- 6	- 10.00		
O	20-5	5 1/8	ELCCT COMP PROG.	- 3/8	- 5.88		
O	25-9	9 3/8	ITEL	- 1	- 9.64		
O	7-1	1	LEVIN-TOWNSEND SERV.	- 3/4	- 42.86		
O	25-14	14	MANAGEMENT DATA	- 1/2	- 4.62		
O	8-1	1 1/2	NAT. COMP. SERV.	- 1/2	- 4.62		
O	12-3	3 1/4	PROG. MGMT. SERV.	- 1/2	- 11.11		
O	54-18	18	PLANNING RESEARCH	- 1 3/4	- 8.09		
O	14-4	4 1/8	PROG. MGMT. SERV.	- 1/2	- 11.11		
O	5-3	3 3/4	PROGRAMMING & SYS.	----	----	----	----
O	33-7	7 3/4	PROGRAMMING SCIENCES	- 1 1/2	- 16.22		
O	27-1	1	SEC. SERV. INC.	- 1/2	- 27.27		
O	2-1	1	SOFTWARE SYSTEMS	----	----	----	----
O	27-1	1	USAS CORP.	- 1/2	- 27.27		
O	4-2	2 1/4	UNITED DATA CENTER	- 1/4	- 7.14		
O	27-1	1	UNIVERSITY CORP.	- 6 3/4	- 20.53		
A	20-8	8	USX SYSTEMS	- 1	- 12.50		
O	13-5	5 3/4	U.S. TIME SHARING	----	----	----	----

Earnings Reports

COMPUTER PROPERTY CORP.

Three Months Ended Mar. 31	1970	1969
Shr End	8.13	8.11
Revenue	1,081,000	793,000
Earnings	87,000	73,000

ELECTRONIC CONTROLS, INC.

Three Months Ended Mar. 31	1970	1969
Shr End	8.06	8.06
Revenue	347,000	312,000
Earnings	21,000	20,000

DATARAM CORP.

Nine Months Ended Jan. 31	1970	1969
Shr End	8.11	8.38
Revenue	1,571,973	383,000
Earnings	85,292	423,918
a-Loss.		

STANDARD REGISTER CO.

Three Months Ended Apr. 5	1970	1969
Shr End	5.65	8.56
Revenue	27,632,056	25,702,000
Earnings	1,389,343	1,206,843

UNIVERSITY COMPUTING CO.

Three Months Ended Mar. 31	1970	1969
Shr End	8.51	8.56
Revenue	37,000,000	19,000,000
Earnings	4,200,000	3,700,000

a-Related for acquisitions made on a pooling-of-interests basis.

COGNITRON CORP.

Three Months Ended Mar. 31	1970	1969
Revenue	8861,488	8757,249
Loss	92,895	86,160

BALTIMORE BUSINESS FORMS

Three Months Ended Mar. 31	1970	1969
Shr End	9.21	8.30
Revenue	4,470,007	4,564,998
Earnings	154,543	211,898

GREYHOUND COMPUTER CORP.

Three Months Ended Mar. 31	1970	1969
Shr End	8.20	8.30
Revenue	12,383,000	11,861,000
Earnings	858,000	1,281,000

BRENNAN COMPUTER CORP.

	1970	1969
Shr End	\$.20	\$.30
Revenue	12,383,000	11,861,000
Earnings	858,000	1,281,000

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